

GERALDINE FITZGERALD

whose unforgettable performances in 'Dark Victory' and
'Wuthering Heights' have brought her to stardom in

CHARA CHILD IS BORN

WARNER BROS.' PICTURIZATION OF WOMAN'S GREATEST ADVENTURE IN LIFE

GLADYS GEORGE ★ JEFFREY LYNN ★ GALE PAGE

SPRING BYINGTON

Directed by Lloyd Bacon • A WARNER BROS. Picture

Screen Play by Robert Rossen • Based on a Play by Mary McDougal Axelson

JACK L. WARNER, In Charge of Production • HAL B. WALLIS, Executive Producer

A SHOW FOR SHOWMEN

"A Child Is Born" is a show for showmen because it is an excitingly different screen attraction and because it offers theatremen a chance to do a campaign with refreshing appeal. Such a campaign has been prepared for this attraction.

Look over the advertisements in the special section. Notice how the copy and pictorial treatment sell all the elements in the picture with impressiveness, and creates that 'let's go see' urge.

Because of the many human interest family elements in the film — its theme, its locale, its women and their husbands — you can get more than average newspaper space on movie pages, picture pages, news pages, woman's pages and editorial pages as well.

Here then, is an attraction which you can advertise and exploit unservedly. This Campaign Plan presents all you need to put over your showing. Start early to get it 'talked up'. The more you do for it in the right direction, the more it will mean on your box office statement, and it can mean a big gross!

A CHILD IS BORN

3RD OF THE TREMENDOUS 1939-40 HITS
FROM FAIR AND SQUARE **WARNER BROS.**

a NEW STAR is born!

• THUMBNAIL SKETCH •

GERALDINE FITZGERALD brings to the American screen that fascinating blend of mirth and melancholy which is so typically Irish. Born in Dublin, she was educated in a convent there, at the Art School, and at the Gate Theatre. At nineteen she made two successful picture appearances in England. Summoned to Broadway to play opposite Orson Welles in a Mercury Theatre production of Shaw's "Heartbreak House" she did such superb work that a Warner contract resulted. She first appeared in support of Bette Davis in "Dark Victory" and was then loaned to Goldwyn for "Wuthering Heights". Her third American picture is Warner Bros.' "A Child Is Born".



Scene from "Dark Victory"



Scene from "Wuthering Heights"

Geraldine FITZGERALD

Overwhelmingly acclaimed by press and public for her superb performances in "Dark Victory" and "Wuthering Heights", Warner Bros. have assigned Geraldine Fitzgerald to her first starring role in "A Child Is Born".

Hailed as . . . "Unquestionably the finest discovery Hollywood has made among actresses since the last great one showed up!" . . . "There isn't a newcomer in the last three or four years who can be compared with her!" . . . Her sterling dramatic work in "A Child Is Born" comes as no surprise, and will do much to draw attention to your showing.

A NEW NAME . . . IN A BIG PICTURE . . . FOR YOUR MARQUEE!

When "A Child Is Born" PLAYS YOUR THEATRE You Have Plenty To Sell

On pages 12 and 13 . . .

First, you want to spark as much word-of-mouth as possible. One way to do that is to get the 'seven-column behind-the-scenes' picture layout into the papers early! We showed it to several editors and they say it packs a lot of human interest.

On pages 5 and 6 . . .

Want to make your showing a big event? . . . Two ideas which will give your showing a great deal of importance and make the news pages . . . 'Better Parenthood Week' promotion and a plan to honor your local leading doctor who did the most for motherhood.

On page 7 . . .

'Local Baby Week' celebration gives you every reason to enlist cooperation of PTA and other women's groups; department store tie-ups; and a Bureau of Health program. All combined should net you additional publicity and advertising.

On page 11 . . .

A contest which will sustain fan interest for five days ahead of your opening. We believe we hit on a good idea which pictures several of today's biggest stars when they were babies. The captions, in rhyme, give the clues. It's interesting. Try it yourself.

On other Exploitation pages . . .

And ideas for book tie-ups . . . things to put in the mail . . . lobby displays . . . accessories . . . pages of ready to plant publicity . . . Look 'em over . . . Give this show your biggest treatment!

FOR YOUR QUICK REFERENCE:

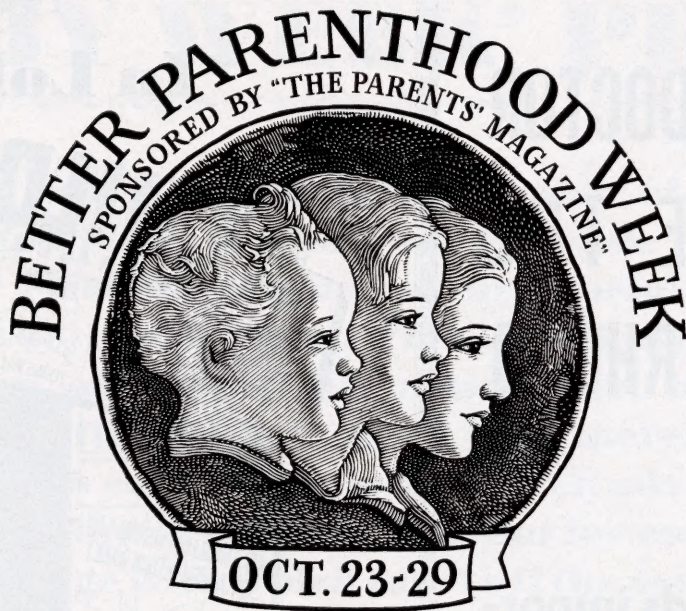
ADVERTISING SECTION
Inserted

ACCESSORIES & POSTERS
pages 20 thru 23

EXPLOITATION
pages 4 thru 13

PUBLICITY
pages 14 thru 19

THAT'S HOW TO KEEP ON
YOUR TOES WHEN "A CHILD IS
BORN" PLAYS YOUR THEATRE



A NATIONAL PROMOTION WORTHY OF LOCAL BUILD-UP FOR SHOWINGS OF "A CHILD IS BORN"

Here is an opportunity for theatremen to tie in their showing of "A Child Is Born" with one of the most thoroughly planned promotions to come our way in many years. "Better Parenthood Week" is set for October 23rd to 29th when "A Child Is Born" will have most of its playing time. That means the greatest possible number of exhibitors can benefit from this national week, by carrying out local campaigns patterned after the broad national program which includes:

A luncheon of the Better Parenthood Week Committee at which Mrs. Franklin D. Roosevelt will be the principal speaker. This talk and others by Mr. George J. Hecht, Chairman of the committee, and Publisher of Parents' Magazine, Miss Edith Nourse Rogers, Representative from Massachusetts, Dr. E. A. Gilmore, President of Iowa State University, and Mrs. Clara Savage Littledale, Editor of Parents' Magazine, will be broadcast over the NBC and Columbia networks. *Check with your local radio stations and arrange to tie in your local program.*

Retail stores are brought into this program by means of window stickers (reproduced below), display backgrounds and other material. *You can make capital of this with a co-op advertising page, the heading of which can incorporate the title of the picture and the slogan of the week: "Give First Thought to Children." Or you can incorporate this slogan on the co-op dealer page layout on page 7. Also the picture page layout on pages 12 and 13 can be run with a banner line carrying the slogan. Radio can present child welfare authority.*

At this luncheon the man or woman who contributed most to child welfare in America during the past year will be awarded with the Parents' Magazine trophy emblematic of this distinction. *You should arrange with the proper local authorities to honor a local man or woman for the same distinction. This enables you to get official or semi-official recognition for your showing.*



In many newspapers throughout the country there will appear a series of articles to run daily under the title, "How to Be a Better Parent." Also a great many local observances are planned. Governors of many states have agreed to issue proclamations. *All this intensive activity can be localized and dove-tailed into every part of your campaign for "A Child Is Born."*

CONTACT LOCAL WOMEN'S CLUB, PTA, AND CIVIC LEADERS TO HELP YOU PUT OVER THIS PROMOTION

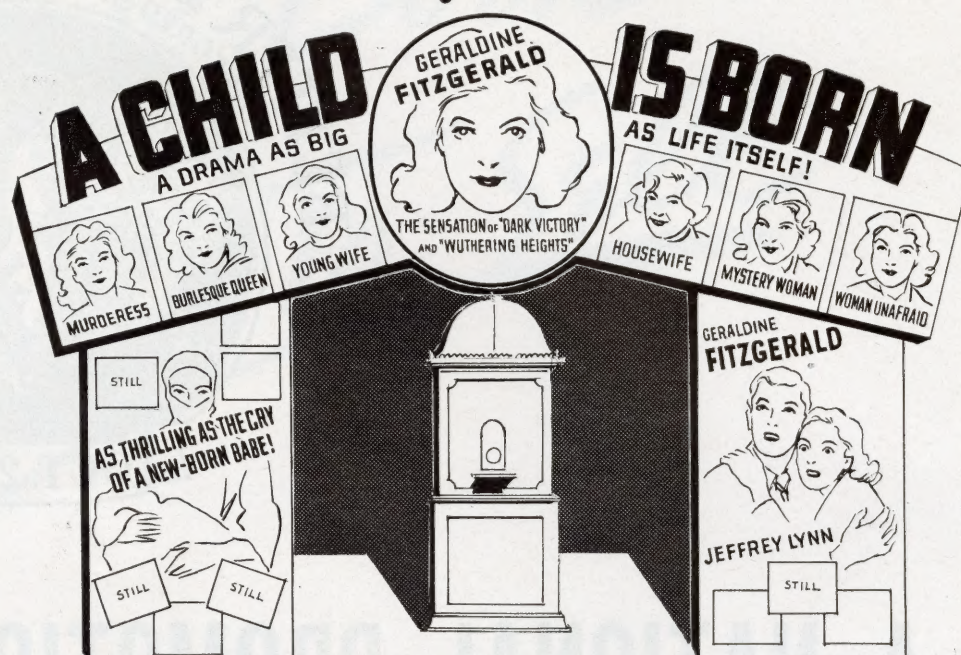
HONOR THE LOCAL DOCTOR WHO HAS DONE THE MOST FOR MOTHERHOOD

This promotion idea lends importance and dignity to your showing. First the right physician should be selected. Perhaps the local medical board or Bureau of Health will name the man. Then you get a group of representative women to be the sponsoring committee. Arrange for a dinner or luncheon. Bring into play radio broadcast and newspaper editorial recognition.

Speeches and releases to newspapers should give bows to the production and your showing as illustrative of important part physicians play when "A Child Is Born."

A LEGITIMATE PROMOTION WHICH WITH THE RIGHT SPONSORSHIP WILL GO OVER IN A BIG WAY!

Sell It **BIG** In Lobby and Front



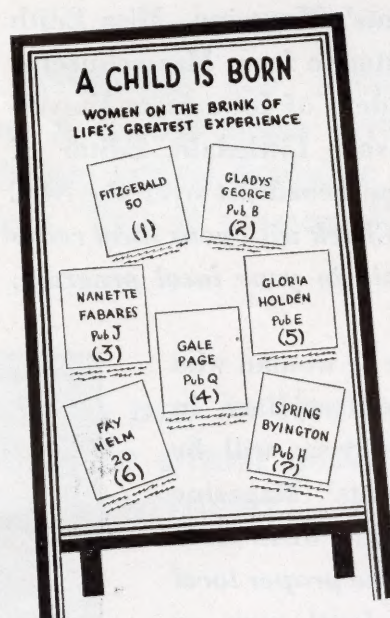
FRONT SUGGESTION — Effective front can be made by blowing up several of the ads. In circle is 'straight' head of Geraldine Fitzgerald while overhead display shows the women in character. Side panels sell drama of the picture on the left and Fitzgerald-Lynn team on right. See especially ad numbers 402, 302, and 209.



ANIMATED LOBBY DISPLAY — Cut out and mount enlargements of the heads (with panel for copy beneath each) in ad 401 on revolving wheel. Copy and title from same ad are set up in middle. Diagram A shows back of display in work.

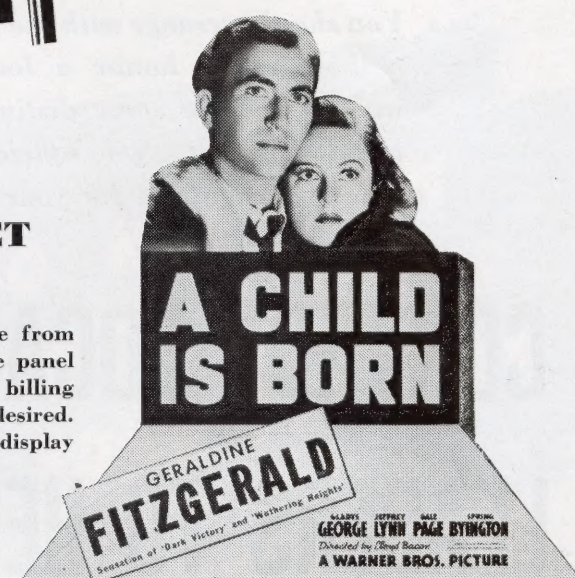
WOMEN CONFESSIONS ON LOBBY BOARD

1. "I've killed a man... they say I'm not fit to have a baby!"
2. "What's a hooper gonna do with a baby!"
3. "I'm only 18... I'm afraid my mother will find out we're married!"
4. "I'm the nurse. I see them come and go... chorus girls, criminals, housewives, but at heart, all mothers!"
5. "They say it may kill me, but life isn't worth living without a baby!"
6. "I'm going to have a baby—even if I have to steal it!"
7. "I'm so fond of babies... this one is my eighth!"



THREE-SHEET CUTOUT

Strong display can be made from the three-sheet. Cut out title panel and heads above it, adding billing and playdate at bottom if desired. Baby spotlight focused on display adds to effect.



LOCAL 'BABY WEEK' PROMOTION

Winchell's Column

Walter Winchell's column of Thursday, August 31, in the N. Y. Daily Mirror, was devoted solely to babies with a prominent plug for "A Child Is Born." Use for lobby blow-up or as herald with playdate on reverse side.

Localites' Kid Fotos

Might get baby photographs of prominent locals for newspaper contest. Contestants identify by clues given in the caption for each. (See movie star contest on page 11).

Healthiest Baby Contest

Tie up with the local 4-H club, nursing home, foundling organization, etc., to find the healthiest baby in town. Judging can be done in your theatre lobby. Arrange for newspaper coverage of the competition.

Best Knitwear Show

Knitting shoppe or department store may tie in on special promotion of infant wear. Prizes are offered for the best knitting job — baby booties, sweaters, or afghans. Exhibit in lobby and in window of store.

ASK THE FATHERS

Jeffrey Lynn is forced to face this perplexing problem in the picture:—His wife is about to have a baby but the doctor will only be able to save one of them. Which does he want to have — his wife or his child?

Ask the men for their opinions on this (1) as they leave the theatre via cards, (2) inquiring reporter, (3) Man-in-the-street broadcast.

(Another question for the man-in-the-street broadcast might be: What do you think of the proposed new legislation requiring couples intending to be married to show that they have taken out some kind of insurance assuring a certain amount of education for their future offspring?)

On this page you will find a number of ideas calculated to put across your citywide "Baby Week." First, have your mayor proclaim the holiday to last a week. Then, working with Chamber of Commerce, newspaper, health and civic officials, line up all your merchants for aid with contests, displays, gifts, advertising, etc. Below is suggested layout for cooperative ad page with which to set off the activity.

A Child Is Born
and needs so many little things

When life begins, congratulations are in order. Also it's the reason for much ado about getting those 'little' things for baby's comfort and happiness. Whether it is a gift . . . or a complete layette . . . you'll probably find it on this page . . .

Births of the Week
A Child Is Born
To:

Mr. and Mrs. John Doe
(William . . . Sept. 19th)

DRUG STORE

CLOTHES SHOP

TOY SHOP

FURNITURE

MILK COMPANY

GIFT SHOP

The Best Thing in Life **"A CHILD IS BORN"** On The Screen
Starring **GERALDINE FITZGERALD · GLADYS GEORGE · JEFFREY LYNN**
GALE PAGE · Spring Byington · A WARNER BROS. PICTURE
STRAND THEATRE

Contact your merchants: gift shoppe, laundry, furniture store, milk company, etc., to take space on this cooperative ad page putting across the local "Baby Week." Feature of the page is the "Baby Announcements" in the center which offers congratulations to those proud parents to whom "A Child Is Born" during the week. Use this co-op ad idea on reverse side of herald to defray cost (see page 20).

Foreign Baby Clothes Display

Arrange with local department stores, children's shops, possibly museums, etc., to arrange a display of baby clothes of different races and countries. Display can be set up in both your lobby and in store window. Exchange advertising makes this a stunt of mutual benefit.

Most Popular Given Names?

Conduct a poll to determine which names are most popular and most often given to new-born babes. Set up a ballot box in a conspicuous spot in your lobby and supply passersby with cards for them to fill out and drop in the box. Tabulate results on a large scoreboard. See what you can do with 'Geraldine' and 'Jeffrey.'



Birth Announcements

Read the "birth announcement" column of your local newspaper and award guest tickets to the proud father. (Of course, we don't expect the mother to be able to make it). Also see 'birth announcement' idea in co-op ad page at left.

Our Pops-to-be

Arrange with the editor of the local paper to station a reporter for a day or two outside the maternity ward of the local hospital to interview the prospective fathers; chances are some very interesting photos can be made, too.

Benefit for Needy Babies

Might make some kind of a gesture, perhaps a benefit, for the charitable organization which provides for babies of the poor, or for day nurseries for babies of factory women, etc. Invite governing board of this organization to hold their meeting in your theatre prior to special screening.

"HOWLING SUCCESS"

Robert C. Sidman at the Senate Theatre in Harrisburg, Pa., called this stunt a "howling success." He arranged a special luncheon for babies at a leading hotel with the feminine star of his current picture acting as hostess, by proxy. Members of the Visiting Nurse's Association were on hand to see that everything was all right and a pianist played lullabies.

If you can extend yourself on this idea, it would please mothers very much if lunch was served to them also. Perhaps entire idea can be staged in cooperation with local civic club.

Be sure local papers cover this for feature story and news pictures.

THINGS TO PUT IN THE MAIL

Dear Madam:

A cross-section of American motherhood will pass before your eyes when you see "A Child Is Born" on the screen starting Friday at the Strand Theatre.

The matron — waiting for her eighth child — who feels that children are the world's greatest blessing . . .

The burlesque queen — who doesn't want her child because she is afraid it will ruin her career...

The young wife — who is frightened...

The ill woman — for whom it may mean death.

The murderess — who thinks she isn't fit to bring a child into the world...

"A Child Is Born" weaves together the stories of these women in a sincere, dramatic manner. The film stars Geraldine Fitzgerald, who scored so impressively with her performances in "Dark Victory" and "Wuthering Heights". Supporting Miss Fitzgerald are Jeffrey Lynn, Gladys George, Spring Byington and Gale Page.

I know you will agree "A Child Is Born" is worthy screen entertainment.

Sincerely,

Manager, Strand Theatre

Letter to Women's Lists

To Doctors and Nurses

Dear Doctor (or Nurse):

As a member of the medical profession, you will find particular interest in "A Child Is Born," the new motion picture starting Friday at the Strand Theatre. This gripping story of problems faced in any hospital was written by the first-hand experience of Mary McDougal Axelson following seven weeks in a hospital after the birth of her child.

"A Child Is Born" brings together on the common level of expectant motherhood a varied group of women — a matron, a dancer, a youngster, an ill woman, and a murderess — and takes them through their trials in an intensely human fashion to make an absorbing screenplay.

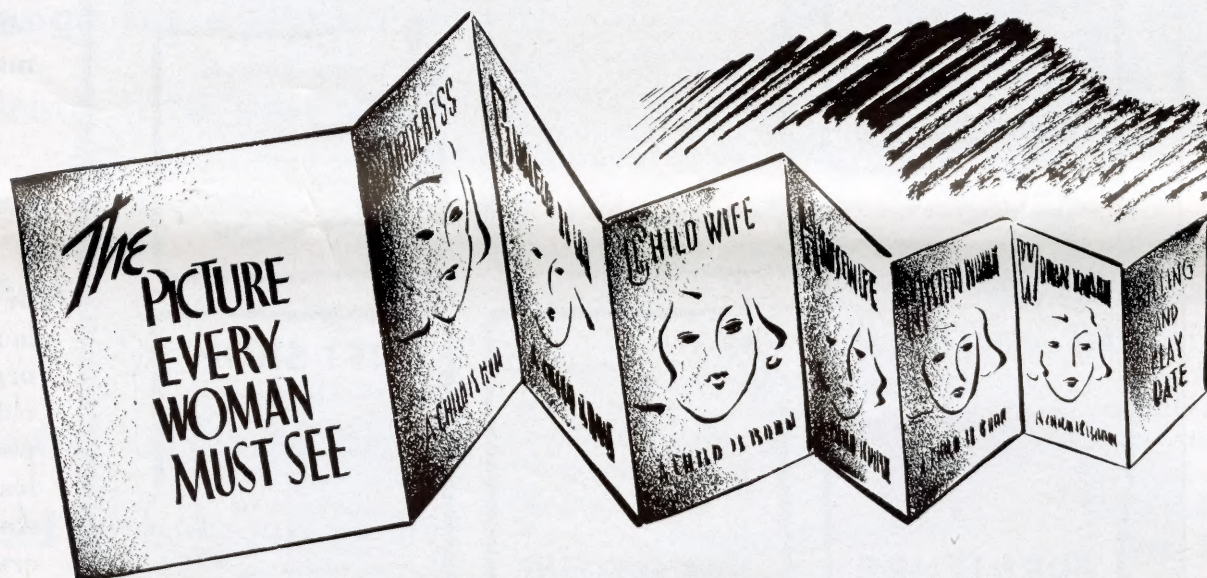
I believe of special interest to you, however, will be the portrayal of the problems experienced by the doctors and nurses, not only in actual everyday deliveries, but upon those occasions when life-and-death decisions are made in seconds — as in the climax of "A Child Is Born."

The film stars Geraldine Fitzgerald, who gained such wide notice in "Dark Victory" and "Wuthering Heights," Jeffrey Lynn, and Gladys George.

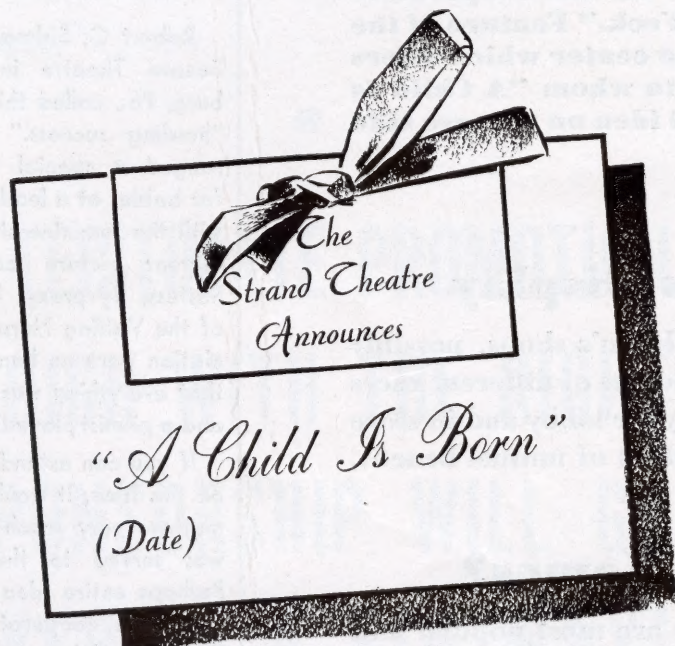
I am sure you will find it well worth your while.

Sincerely,

Manager, Strand Theatre



FOLDER MADE FROM AD 302 — Panels taken from lower half of ad are printed side by side and then folded, making effective pamphlet to sell your showing. Copy on front panel reads: "The picture Every Woman Must See." Back panel carries billing and playdate. Insert in department store packages, mail to women lists, and distribute around town in beauty parlors.



BABY FOOT-PRINT TEASER

— Postal card size or smaller. Print up in quantities for throw-aways or mailing. For teaser effect, copy reads: "Is This Your Baby's Footprint?" Add "See 'A Child Is Born' — Strand Theatre — now playing."



"A CHILD IS BORN"
A Drama As Big As Life Itself
STRAND THEATRE

BIRTH ANNOUNCEMENTS — Made up by two cards stitched together. For mailing lists or premiere invites.

Every Showman Will Want To Make This Valuable Book Tie-up

because

Every Woman Will Want To See The Picture And Read The Book



What To Do About It—

CAXTON Printers, Ltd. is tying in on a giant national promotion with the "A Child Is Born" novel by Mary McDougal Axelson. In addition to the prominent plug for the picture on the book jacket (see cut above) activity on their part includes double spread ad in publishers' trade paper (see cut lower right), dealer aids, letters, etc.

CONTACT your local book dealers as early as possible to arrange for window and counter displays. As the book promotion can be one of the most important features in your campaign, augment the activity with some of the following ideas:

1. LOBBY DISPLAY with books and stills from picture. Use still C Pub A24 showing authoress and star of picture (see circle). Display copy reads: "The Story of Woman's Greatest Adventure . . . Written by a Woman Following the Birth of Her Own Daughter . . . 'A Child Is Born' by Mary McDougal Axelson . . . See the Picture and Read the Book!"
2. GENERAL IDEAS: Sandwich man carries blow-up of book jacket, front and back; Contact reading clubs to hold discussions; Lending library branch in your lobby; Make book marks from one-column ad for distribution; Set up a book "front" for your box-office.

At right, Geraldine Fitzgerald, star of the picture, "A Child Is Born," and Mary McDougal Axelson, author of the book, chat on the Warner Bros. set in an off moment.



Below, reduced reproduction of the double page spread in Publishers' Weekly, a publication reaching book dealers, librarians, etc., both here and in many foreign countries.



For further information contact: J. H. Gipson, Pres. — The Caxton Printers, Ltd., Caldwell, Idaho

HOW TO SELL GERALDINE

1. In selling your showing, play up Geraldine Fitzgerald big. Mount a blowup photograph on a lobby display with this copy:

A NEW STAR IS BORN

Remember Her In "Dark Victory"
and "Wuthering Heights"?

GERALDINE FITZGERALD

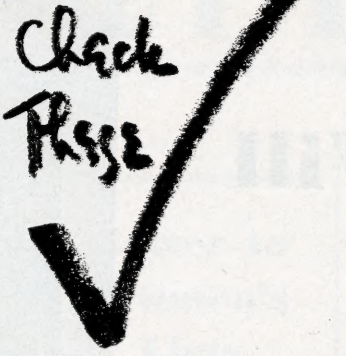
Gives Another Sterling Performance As
A Young Murderess Who Thinks She
Isn't Fit To Bring A Child Into The World.

"A CHILD IS BORN"

2. Critics claim that Geraldine Fitzgerald has the best speaking voice among performers on the screen today. Sponsor a contest in town to find the girl (good way to sell your show to telephone operators) with the clearest diction. Trials are held over the radio a chance for air plugs.

3. Find Geraldine Fitzgerald "double."

4. Geraldine Fitzgerald Tie-up Stills
Evening dressGE 32
VictrolaGE Pub U
RadioGE Pub V
ArcheryGE Pub T
Set of four - 30c



Cop Stork

Find one of those cops who has aided in an emergency delivery to be interviewed for feature story and human interest broadcast. After this you might follow it up with a personal appearance at the opening with the mother he aided, her husband and if possible the child as well.

Invite Heads

Invite the directors, leading doctors and head nurses from the local hospital to be your guests at some screening of the picture. Ask them for comments after the showing and, if usable, exploit them in every way in your printed matter and in your ads to interest the public to see the picture.

Maternity Story

Contact the maternity wards of your local hospitals for any human interest stories that may develop there - the baby that weighed a pound at birth, the baby born in a taxicab, etc. Arrange to plant story in cooperating paper.

Visiting Hours

Arrange with local hospitals to set aside a special visiting period when people can view the equipment of a modern hospital. Put special emphasis on the maternity angles - the incubators, the finger-printing and foot-printing apparatus for identification purposes, the delivery rooms, etc.

BIRTH ANNOUNCEMENTS



Proud mothers and fathers have been going to extremes recently in getting out witty, odd, illustrative, etc. birth announcements. Conduct a contest in town for the best of such cards or call for original card designs. Use best of these for lobby display.

A "Must" Contest

"Baby Photo Contest" is a must for this picture. Sponsor contest in collaboration with newspaper. Camera stores run special sale. Get your entries in early and each day run different photo in your ad. Display all entries in lobby of theatre. Tie in a dealer angle by having each winner in the preliminaries assigned to a particular merchant who displays photograph in his store. Winners awarded on stage night of opening, prizes are gifts from merchants, etc. Stars of "A Child Is Born" send congratulatory wires to aid festivities.

First Baby Born...

If you can line up enough merchants for this one, you've got a natural space and attention getter. First baby born during run of "A Child Is Born" becomes object of attention. All cooperating stores contribute gifts and receive credit in lobby display boards, cooperative advertising, etc. Gifts may include baby clothes, furnishings, photographs and laundry service, baby bank account. Congratulatory wire from stars of picture in hands of winning mother makes good newsshot.

"COMMENT CARDS"

The Strand Theatre is interested to know how you enjoyed seeing "A Child Is Born."

Remarks:.....

.....

.....

Which players did you like best?.....

.....

Name.....

Address.....

Occupation.....

- 1. Invite a representative cross-section group of women in town to a special screening-manicurists, salesgirls, nurses, club women, women doctors, housewives, stenographers, bookkeepers, etc. As they leave the theatre ask them to fill out the comment cards.
- 2. Have an inquiring reporter stationed in the lobby to quiz the people with the remarks sent out to the street via the P. A. system.
- 3. Get local newspaper to run a feature story carrying the quotes and photos you get.
- 4. Change question to: How do you think Geraldine Fitzgerald compares as an actress with Bette Davis, Luise Rainer, Katherine Hepburn and Margaret Sullivan.

An important part of your advance campaign is the Vitaphone Trailer on this show...It shows authentic scenes from the picture and presents the right selling copy...Produced on the 'home' studio lot with the same technique and production care given the feature itself. That's why every Vitaphone Trailer does an effective selling job.

IDENTIFY STARS BY BABY PICS

Five-Day Novel Newspaper Contest to Spark Interest In Your Showing

Contestants are asked to identify one photo each day of some well-known movie star from facial resemblance and clues in the accompanying rhymes. Another adaptation of this idea would be to use baby photos of prominent localites if you think they would create more attention and interest. Offer free tickets to your showing to persons correctly identifying the complete set. Order "Child Is Born Mat 501B" (Photos only) — 75c — from Warner Bros. Campaign Plan Editor.

CORRECT ANSWERS

1. Bette Davis
2. Priscilla Lane
3. Wayne Morris
4. Jane Bryan
5. Gale Page

(Lead Publicity Story)

Starting today and continuing for five more days the "A Child Is Born"—Daily News Contest will print one picture each day of some noted actor or actress as a child. The idea of the contest is for you to identify the photo, either by facial resemblance or the accompanying rhyme.

To the persons submitting the correct set of six answers will go a pair of free tickets to the new Warner Bros. production, "A Child Is Born," which opens at the Strand Theatre on Friday. The picture, thrilling drama of woman's greatest adventure, stars Geraldine Fitzgerald, Jeffrey Lynn, Gladys George and Gale Page.

If you're any kind of a movie-goer you'll have no trouble in identifying these stars. Just take a look at the first day's picture which appears in the adjoining column—It's easy.

Watch for tomorrow's and the following day's puzzles. Collect your answers and at the end of the week submit them with your name and address to the Contest Editor of the Daily News.

Get busy today and win your pair of tickets to this engrossing picture.

(First Day)



One of these lassies two times has won
The Academy Medal for acting well done;
And both of them live in Hollywood,
Adoring each other, as sisters should.

(Second Day)



Her life in Iowa began,
Her family name was Mullican —
Youngest of five—a shorter name
She chose when to the air she came.

(Third Day)



This movietown 'Galahad' didn't roam,
But got into pictures by staying at home.
He married a debbie whose name was 'Bubbles'
And now he is rid of all his troubles!

(Fourth Day)



The Irish twinkle may still be seen
Now that she's grown and a movie queen.
Each picture adds to her fair renown —
The 'jane' is a hit in her own home town!

(Fifth Day)



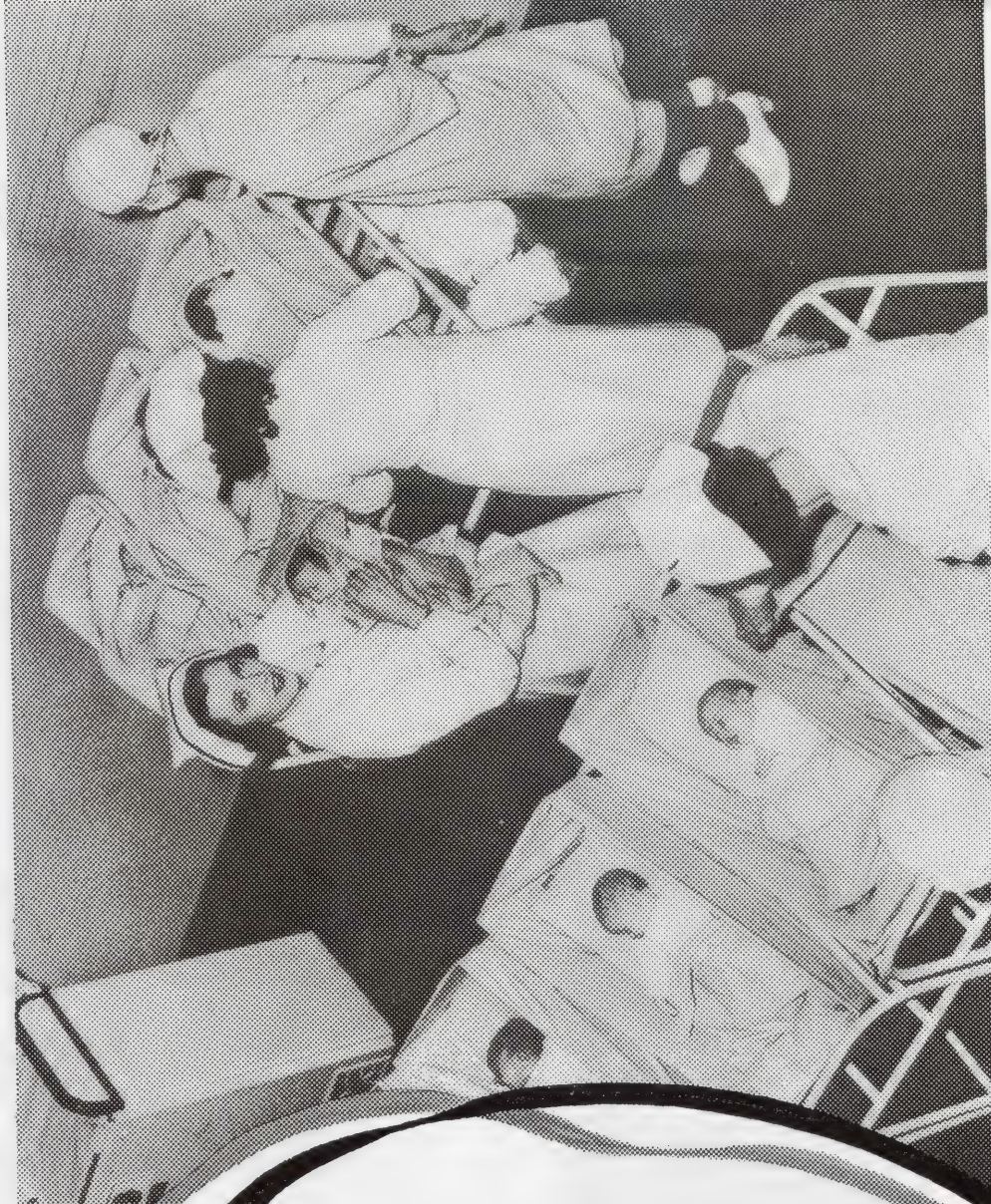
Radio fans thought her one of the fixtures;
Then, all of a sudden, they saw her in pictures —
One of 'four daughters' — now, never a fan
But has a good word, for the girl from Spokane!

3 ways to use
the Pictures layout
on next page

Seven-column, 'behind-the-scenes' picture layout on the next two pages may be used in three different ways to aid your showing. First, as a newspaper feature; second, as a broadside with ad on reverse side for general distribution; and third, as a lobby display embellished with stills.

20 Babies[★] in a[★] Movie

In making the photoplay, "A Child Is Born", Warner Bros. employed 20 infants, age 6 to 14 days. The company used every safety precaution in transporting the babies to its studio at Burbank, California; and properly cared for them while on the lot during actual filming and on return trips to their respective homes. Each baby was at the studio less than an hour and a half, and during that time were in the care of registered graduate nurses. The babies actually appeared before the cameras 20 seconds at a time. Their pay, \$75 apiece. They had to have social security numbers, and the government made old age pension and unemployed insurance deductions from their checks. Here are behind-the-scene glimpses on one of the "shooting" days of "A Child Is Born".



Completely equipped baby ward was set up on one of the huge stages, and presided over by two doctors and several graduate nurses. (Center) In nurse's uniform, Gale Page, one of the stars of the picture.

SIX MOTHERS IN A MOVIE... "A CHILD IS BORN"... A STORY OF WOMAN'S GREATEST ADVENTURE IN LIFE.



Young wife - frightened and alone. She shares her...



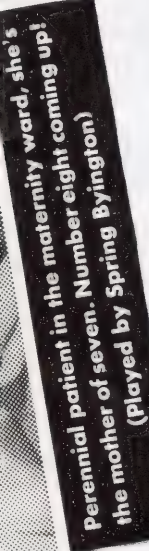
Branded a criminal, she risks her life to bear the baby she can never keep (played by Geraldine Fitzgerald)



Hooper of the tank town circuit, she doesn't want to have a baby—so she gets twins (played by Gladys George)



She needs a baby to make her house a home, and to hold her husband. (played by Gloria Holden)



Perennial patient in the maternity ward, she's the mother of seven. Number eight coming up! (played by Spring Byington)



wants her mother. (played by Nanette Fabares)



(Left) Youngest member of the Screen Actors' Guild at lunch. Each baby was fed the particular milk formula prescribed by his or her own doctor.



Lloyd Bacon, director of "A Child Is Born" gives his infantile cast the once over. Bacon, himself the father of two, and well versed in nursery lore, takes the job of directing baby prima donnas in his capable stride.



(Below) Check-In — Getting an early start in their careers. Baby must punch time clock—even as you and I.



(Above) Checking Out — The payoff is \$75 per baby. Baby will have enough for milk and orange juice for many a day—and something left over for spinach.



(Above) Close-Up—A youthful glamour girl getting her first look into the business end of a camera. Who knows but this young lady may be the 1959 Academy Award winner?

'A CHILD IS BORN'
DRAMA OF WOMAN'S
GREAT ADVENTURE

True to its reputation for trail-blazing in the field of film entertainment, Warner Bros. in their newest production, third in their fall hit parade, "A Child Is Born," which will be presented in this city by the Strand Theatre, starting Friday, taps the inexhaustible store of drama, pathos and comedy which is inevitably associated with the beginning of life.

Heading the cast is the lovely Irish star, Geraldine Fitzgerald who became famous overnight for her performance in "Dark Victory" and "Wuthering Heights," Jeffrey Lynn and Gale Page, both of whom achieved fame in "Four Daughters," and Gladys George, stage and screen star.

An important difference between this strikingly unusual picture and most other film dramas is that it is essentially the story of several mothers. This was accomplished by taking the story of each individual during a few short days and skillfully weaving them all together into one solid dramatic pattern.

There is the tragic tale of the young couple depicted by Lynn and Miss Fitzgerald. The wife and expectant mother in this case is a young girl who has been convicted of murder because she shot a man who had attacked her. She has been moved from the prison where she is serving a long term to the hospital to have her baby.

Another striking story is that of the vaudeville dancer played by Miss George. Neither she nor her husband wants a baby; in fact, he threatens to desert her and get a new partner for their act. And then she is told, after a visit to the X-ray room, that she is not going to have only one baby but will give birth to twins.

Then there is the poor truck driver's wife who expects to lose her child because of malnutrition, and there is the childish young bride who is panic-stricken over what her parents and her husband's parents will think of her having a baby when she is only eighteen.

All is not pathos or tragedy, though, for authentic warm and folksy humor is contributed by Johnnie Davis as the typical young expectant father who ceaselessly paces the floor and makes himself a nuisance generally to all the hospital attendants. And there is the portrait of serene and healthy motherhood contributed by Spring Byington, playing a woman who has come to the hospital to have her seventh child and makes very little fuss about it.

Aside from the Misses Fitzgerald, Page, George and Byington and the Messrs. Lynn and Davis, the cast includes Henry O'Neill, John Litel, Johnny Downs, Louis Jean Heydt, Hobart Cavanaugh, Gloria Holden, Eve Arden, Fay Helm, Nanette Fabares and Jean Sharon.

The screen play, written by Robert Rossen, was based on a stage play from the pen of Mary McDougal Axelson, who in turn gathered the material for her play during an enforced stay of seven weeks several years ago in a hospital maternity ward. Lloyd Bacon directed.

New Film At Strand

Following up in the season so auspiciously started by "The Old Maid" and "Dust Be My Destiny," the Strand Theatre will next present the new Warner Bros. drama, "A Child Is Born," the thrilling story of five women on the brink of their greatest adventure. Geraldine Fitzgerald, Gladys George, Jeffrey Lynn and Gale Page head the cast. The film is based on the novel by Mary McDougal Axelson, for which Robert Rossen wrote the screenplay.

PUBLICITY

Every Woman's Greatest Adventure!



Mat 301-45c

(Above) Twenty newborn infants, featured in the cast of "A Child Is Born," are given expert medical and nursing care between their scenes. The film, an enthralling drama of all creation, will have its first local showing at the Strand Theatre on Friday.



Mat 207-30c

(Right) Geraldine Fitzgerald and Jeffrey Lynn are the heart-stirring lovers in this beautifully told screen story of women on the brink of their greatest adventure — the brave story of every woman in the world.

'A CHILD IS BORN'
3rd IN STRAND'S
FALL HIT PARADE

Third in the Warner Bros.' succession of fall show season hits, "A Child Is Born," a stirring original drama of women on the brink of life's greatest experience, will have its first local showing at the Strand Theatre on Friday. Geraldine Fitzgerald, the sensational acting discovery of "Dark Victory" and "Wuthering Heights," heads the cast with Gladys George, Gale Page and Jeffrey Lynn.

"A Child Is Born," based on the novel by Mary McDougal Axelson, is set in the maternity ward of a great city hospital, and has for its theme the eternal drama, pathos and joy of women's greatest adventure — motherhood. Into the ward come the expectant mothers, each with their secret hopes and fears, and all united by the bonds of their common experience. There is a convicted murderess, released from prison only long enough to bear her child, there is a vaudeville actress who fears that having a baby will spoil her figure, an eighteen-year-old girl coming to her first grips with life, a perennial mother, serenely awaiting her eighth baby. "A Child Is Born" is the story of them all, and of the anxious husbands who haunt the hospital, waiting.

Others in the cast include Spring Byington, Gloria Holden, Nanette Fabares, Johnnie Davis, Jean Sharon, Henry O'Neill, John Litel, Johnny Downs, Eve Arden, Hobart Cavanaugh, and many more. Lloyd Bacon directed, from a screen play by Robert Rossen, based on Mrs. Axelson's novel.

Woman's Greatest
Adventure Theme
Of Screen Drama

"A Child Is Born," number three in the Warner Bros. fall hit parade, will have its first local showing at the Strand Theatre on Friday. Rich in drama, abundant with humor, it is the frank and thrilling story of six women, each on the brink of their greatest experience.

Startlingly realistic, yet presented in the finest possible taste, "A Child Is Born," is a beautifully told story of five women on the brink of their greatest adventure in life, some meeting it joyously, some with rebellion and hatred. Geraldine Fitzgerald, the sensational dramatic discovery of the year, whose roles in "Dark Victory" and "Wuthering Heights" won immediate acclaim for the slender, dark-haired Irish actress, heads the cast, and the role of her husband is played by Jeffrey Lynn. Other leading roles are played by Gladys George, the lovely blonde stage and screen star and Gale Page.

Mary McDougal Axelson, who wrote the play and novel upon which "A Child Is Born" is based, kept a diary of events during the seven weeks she spent in a maternity ward after the birth of her daughter, and it is this diary which provided the material for the drama. Lloyd Bacon directed.

New Star Heads Cast

Geraldine Fitzgerald, the sensational discovery of "Dark Victory" and "Wuthering Heights," heads the cast of "A Child Is Born," the new Warner Bros. drama opening Friday at the Strand Theatre. Featured with her are Gladys George, Jeffrey Lynn, Gale Page and a large and capable supporting cast. The film, a story of every woman's supreme adventure, is based on the novel of the same name by Mary McDougal Axelson. Lloyd Bacon directed.

CAST OF CHARACTERS

Grace Sutton.....	GERALDINE FITZGERALD
Jed Sutton.....	Jeffrey Lynn
Florette	Gladys George
Miss Bowers.....	Gale Page
Mrs. West.....	Spring Byington
Ringer Banks.....	Johnnie Davis
Dr. Lee.....	Henry O'Neill
Dr. Brett.....	John Litel
Mrs. Kempner.....	Gloria Holden
Johnny Norton.....	Johnny Downs
Miss Pinty.....	Eve Arden
The Woman.....	Fay Helm
Mr. Kempner.....	Louis Jean Heydt
Gladys Norton.....	Nanette Fabares
Mrs. Banks.....	Jean Sharon
Mr. West	Hobart Cavanaugh
Dr. Cramm.....	George Irving
Mrs. Twitchell.....	Nella Walker

STORY SYNOPSIS

(Not for publication). Laughter and tears, the stark drama of life — and death are the ingredients of this story. To the maternity ward comes Grace Sutton (Geraldine Fitzgerald), a murderess released from prison only long enough to give birth to her child; Florette Laverne (Gladys George), a vaudeville actress who doesn't want her baby because it will spoil her figure; Mrs. Kempner (Gloria Holden), a truck driver's wife who expects to lose her baby through malnutrition; Mrs. West (Spring Byington), the spirit of motherhood, expecting her seventh child, Guardian angel of the ward is Miss Bowers (Gale Page), the head nurse. It is she who smuggles Jed Sutton, Grace's husband (Jeffrey Lynn) into the hospital to see his wife, when the doctors are in fear of her life. The night wears on. Florette gives birth to twins, and Mrs. Kempner, whose baby is born dead, offers to take care of them for her. Miss Bowers gives Jed his baby with a dying message from his wife that she wants the baby to live the life she might have lived.

PRODUCTION STAFF

Directed by... LLOYD BACON

Screen Play by Robert Rossen; Based on the Play by Mary McDougal Axelson; Photography by Charles Rosher, A.S.C.; Art Director, John Hughes; Dialogue Director, Jo Graham; Film Editor, Jack Killifer; Gowns by Milo Anderson; Sound by Charles Lang; Musical Director, Leo F. Forbstein; Music by H. Roemheld; Orchestral Arrangement by Hugo Friedhofer; Makeup Artist, Perc Westmore; Technical Advisors, Dr. Leo Schulman, Evelyn Shepherd, R.N.

Running Time — 79 minutes



NEW STAR ON HOLLYWOOD HORIZON — is Geraldine Fitzgerald, Irish beauty who won wide acclaim for her roles in "Dark Victory" and "Wuthering Heights." Her new film, "A Child Is Born," opens at the Strand Friday.

Miss Fitzgerald of Ireland Takes Hollywood by Storm!

Lovely Star of 'A Child Is Born' Conforms To Her Own Pattern

Hollywood may yearn for new faces—

But when a new personality arrives nothing short of an earthquake could disturb hide-bound filmland more.

Geraldine Fitzgerald has learned—much to her dismay.

Geraldine is the auburn-haired, green-eyed Irish beauty who came from her native Dublin a little over a year ago to appear on Broadway in Orson Welles production of George Bernard Shaw's "Heartbreak House."

All the studios wanted her. Warner Bros. was the lucky one to win her.

She scored immediately in "Dark Victory," in which she appeared as Bette Davis' companion and friend. She triumphed again in Sam Goldwyn's "Wuthering Heights," and then returned to Warner Bros. for "A Child Is Born," which opens next Friday at the Strand Theatre.

Geraldine learned much about Hollywood during those busy first six months.

She learned that Hollywood welcomes new faces but there are certain things a new face must do. Hollywood wants its newcomer to be a Hepburn or a Garbo or anything but herself.

Life is very real and earnest to Geraldine, however, and she won't even try to change herself to conform to any pattern.

She subscribes entirely to the theory that if a thing is worth doing at all it is worth doing well. That's why, when she accepted the role of the convicted murderess paroled from prison to have her baby in "A Child Is Born," she lived the part from the time production started on the picture until it ended.

One day a photographer made some group pictures of Geraldine, Gladys George and Jean Sharon. When Geraldine remained sombre faced while Gladys and Jean smiled, the photographer asked her to smile. She refused, saying it would not be in character. Geraldine was right, as the photographer admitted.

A writer heard of this incident, misunderstood and placed an entirely different meaning on it, as she accused Geraldine of being temperamental and hard to handle. Geraldine cried when she read that and until she was assured that studio workers did not share this opinion.

Geraldine has a dazzling, winning personality but she is extremely shy. Those who are most completely convinced that she is haughty and aloof are immediately won over by her charm upon meeting her.

During the filming of "A Child Is Born," May Robson

celebrated her seventy-fifth birthday. Geraldine attended a birthday luncheon in her honor but did not meet the grand old lady of stage and screen. Instead she timidly left a box of flowers in Miss Robson's car as her greeting.

"I've never met her," Geraldine explained, "and I don't want to intrude on these old friends."

This small incident is a perfect illustration of the sort of person Hollywood's newest star really is. Ambitious and hard-working, she regards her present film success as part of her job, simply and honestly. But she does not care to avail herself of the privileges and adulation that in Hollywood are often considered an integral part of screen stardom.

Director Bacon Suits His Method To Story and Cast

Every trick of known and applied psychology enters into the direction of the modern motion picture. And it is not only the job but also the duty of the directors to know the trick, approach and method best suited to bring out the greatest dramatic talents of the cast.

A breezy and light story requires one type of director; a wistful, appealing story requires another. And so on through the dozens of story types.

Each director has his own formula for bringing out the "best" in his cast.

Lloyd Bacon is an example of directorial understanding. In his recently released picture, "A Child Is Born," the Warner Bros. production coming to the Strand Theatre next Friday, this director was faced with the problem of bringing out the feelings and emotions of the patients in a hospital maternity ward.

Tenderness, sweetness and a peaceful feeling were necessary in most of the scenes. And to get the required effects Bacon brought out these reactions from Gale Page, Geraldine Fitzgerald and Gladys George with a suave, kindly and patient explanation of each scene.

There were no ranting, tearing of hair or loud and impassioned pleas. Quietly he rehearsed each part in each scene until he felt the actress—or actor—had the same feeling he had. Then he was ready to start action—and, in most cases these quietly rehearsed and interpreted scenes went off without a retake.

'CHILD IS BORN' CAST ALL WEAR WEDDING RINGS

Never in the history of Hollywood were there as many wedding rings displayed on the beautiful fingers of movie stars as could be seen on the Warner Bros. lot recently.

And there was good reason for it, as Sound Stage One was the scene of one of the largest hospital sets ever constructed. But it was more than just a hospital scene that brought out the epidemic of wedding rings—it was the great maternity ward set used in the picture, "A Child Is Born," which opens next Friday at the Strand Theatre.

Not only stars but extras who appeared in the maternity ward scenes were abundantly supplied with the gold, platinum and even diamond set bands that mean so much—especially in a maternity ward.

"A Child Is Born" has in the important feminine roles: Geraldine Fitzgerald, Gladys George, Gale Page, Spring Byington, Eve Arden, Gloria Holden, Jean Sharon and Nanette Fabares.

The masculine list for the picture includes Jeffrey Lynn, L. J. Heydt, Johnny Downs and Henry O'Neill. And it is Director Lloyd Bacon who worried from hour to hour as he inspected feminine hands to be sure the significant bands were readily discernible before the all-seeing camera started recording the true-to-life human scenes. It is such small but important details as these which make for the vivid realism that is so vital a part of a truly fine calibre film production.

Jeffrey Lynn Is Fussy About Pipes—Fussier About Girls

Jeffrey Lynn is very definite in his opinions concerning pipes and women.

Not that he wants his pipes strong and his women weak. That's a couple of other fellows.

He would travel hundreds of miles to pick up a good pipe.

He proved that when he took advantage of a free weekend while filming "A Child Is Born," the Warner Bros. picture opening Friday at the Strand Theatre, to run down to Tia Juana, Mexico, a distance of some 300-odd miles round trip, just to pick up a pipe.

He wouldn't travel that far just to pick up a woman. In fact he wouldn't travel any distance to pick up a woman, because women who can be picked up just don't come into his ken.

Jeffrey Lynn is the picturesque, pipe-smoker type. Tall, handsome, romantic looking, his enjoyment of pipe smoking is quickly apparent. A pipe is a part of his personality. He coddles and nurses them as if they were human and is as particular about the tobacco he smokes in them as a mother is about her baby's diet. He never smokes a single pipe longer than a day at a time and has nearly two hundred pipes in his collection.

He hasn't started collecting women yet. He is as particular about women as he is about his pipes. And that, as any confirmed pipe smoker will tell you, is something.

Women, to appeal to Jeffrey Lynn, must be as God made them. A girl who was born a brunette won't have a chance with him if she becomes a blonde before she meets him. If a

titian-haired beauty excites Jeffrey's interest, he wants to know definitely that nature, and not a bottle, endowed her with her flaming tresses.

Lynn is athletic, he is courageous. He proved the latter by defying the Hollywood Chamber of Commerce by saying he thought no girl could be glamorous or interesting unless she had a New York background.

He cast an appreciative eye on Gale Page and Geraldine Fitzgerald who strolled by just then, arm in arm.

"I don't agree with Kipling that a woman is only a woman but a cigar is a good smoke," he said. "But like a pipe they should be selected with care so they'll mellow with age."

Taught Actresses How to Make Beds

Miss Evelyn Shepherd, R.N., is a pleasant-featured brown-haired, competent-looking girl of 26 whose regular profession is that of a registered nurse at Hollywood Hospital.

For five weeks recently, Miss Shepherd served as technical adviser at the Warner Bros. Studio on "A Child Is Born," now playing at the Strand Theatre, which features Geraldine Fitzgerald, Gale Page, Gladys George, Gloria Holden, Spring Byington, Eve Arden, Jean Sharon and Nanette Fabares as patients and attendants in hospital wards.

When Miss Shepherd reported for duty she spent her first two days on the job doing nothing but teaching the untutored glamor girls how to make a bed.

14-Day Age Limit Set for 20 Babies Who Make Debuts in 'A Child Is Born'

Speaking of pampered babies—How would you like Lois Horn's job?

Lois is the school teacher and welfare worker at the Warner Bros. Studio. In that capacity she was required to find twenty babies not more than fourteen days old for the picture, "A Child Is Born," now playing at the Strand Theatre.

The requirements of the assignment forced her to work fast. She couldn't spend months, weeks or even many days in finding the babies. They had to be found right before they passed the age limit for their film debut.

Lois first consulted official records to determine the names and addresses of recent births. She found, of course, that the babies were scattered all over the city.

She made out a list and then in a studio car and with a studio driver, she hurried to view each baby and interview each mother. In most cases, of course, the mother was not averse to her baby working in pictures. This was mainly because the baby would receive \$75 per day, a sum stipulated by law, which would more than pay the expenses of the birth.

Finally after traveling nearly 1,000 miles in two days, the sixteen babies and four substitutes had been found. But the task was far from completed.

The day of work arrived for the babies. A studio car was sent for each of the babies. In cases where the mother couldn't accompany the baby, nurses were sent, one to each baby. En route to the studio the cars stopped at the Board of Education, where each baby was given a thorough examination by physicians and permits to work.

A studio casting representative already had given imposing



BABY HEYDAY — Featured in "A Child Is Born," coming to the Strand, are 20 new born infants. Here adult cast members Jeffrey Lynn, Geraldine Fitzgerald, Johnnie Davis and Gale Page peep into the hospital nursery.

looking contracts to the mothers. The contract carefully stipulated that the studio assumed all responsibility for the care and safety of the infants at the studio. It stated that each baby could be under the lights for no more than thirty seconds at a time, and that of the two hours the baby could be at the studio in one day a total of not more than twenty minutes could be spent under the light.

In another clause the studio agreed to accept all responsibility for any eye ailment which was developed by the infant and could be traced to working under the lights, for a period of six months after the working date.

While the babies were at the studio, Lois watched carefully to make sure no part of the contract was violated. When the

babies' two hours were finished she rushed them all back to the Board of Education for another physical examination and then to their homes.

By that time Lois practically was ready for a physician's attention herself.

The babies? They spent most of the time they were working sleeping, or merely lying in their hospital bassinets relaxed with their eyes closed in the manner of all babies their age. For the scenes in which they appeared in the film, they were allowed to do just as they pleased. If they wanted to wail, they wailed. If they wanted to sleep, they slept. All that was required of them was that they be natural, and it's almost impossible for an infant to be anything else—even when they're in the movies.

20 BABIES SET UP QUITE A HOWL ON STUDIO SET

Babies aren't stuck with pins to make them cry for the movies. Even if a person cruel enough to do such a thing could be found he couldn't get away with it.

Twenty babies, some six days old and the average age of the lot fourteen days, cried to their hearts' content in scenes for Warner Bros.' "A Child Is Born," which opens next Friday at the Strand Theatre. If they had decided to laugh instead, that would have been equally all right with Director Lloyd Bacon.

The set, representing a nursery in a maternity hospital, sounded for all the world like a brooder house on a chicken farm with the concerted chirping of the wailing babies.

It wasn't that the infants were uncomfortable or unhappy. A battalion of nurses, and, in some instances, mothers of the babies, hovered around keeping them comfortable. And it wasn't because they were overworked. Lois Horn, studio school teacher and welfare worker, whose word is law above the director's in such cases, saw to that. During every "take" she stood by the camera, stop watch in hand, to make sure that the babies were not under the lights more than the thirty seconds at a time set by law.

The babies cried because they wanted to. One or two babies started the song and the others took it up because they liked the sound of their voices.

You can't do anything about making a baby cry or laugh. Babies have to be in the mood to do what you want them to do, and it is the smart and patient director who waits and recognizes the mood.

'A Child Is Born' Based On Author's Own Diary

The Strand Theatre's next attraction, opening on Friday, will be "A Child Is Born," with Geraldine Fitzgerald, Gladys George, Gale Page, Jeffrey Lynn, and a large supporting cast. A stirring original drama, it has for its background the maternity ward of a great city hospital, and deals with pathos and humor that constantly attends the beginning of life. Mary McDougal Axelson, who wrote the novel from which the screenplay was adapted, based her material on the diary she kept during her seven weeks confinement in a maternity ward.

Drama At Strand Friday

"A Child Is Born," a heart-stirring drama that goes behind the scenes in the maternity ward of a great hospital, will be the next attraction at the Strand Theatre. Based on a novel by Mary McDougal Axelson, the screenplay was written by Robert Rossen and directed by Lloyd Bacon. Geraldine Fitzgerald, sensational Irish star who recently made her debut in "Dark Victory," heads the cast with Gladys George, Gale Page, and Jeffrey Lynn.

Litel A Civic Worker

John Litel, recently elected vice-president of the Encino (Calif.) Chamber of Commerce, is waging an intensive campaign to induce more picture people to move into the community. The Encino Chamber of Commerce is one of the most active community organizations in the state. Litel's latest picture for Warner Bros. is "A Child Is Born," at the Strand.



Mat 206-30c
EXPECTANT FATHERS — Johnnie Davis and Jeffrey Lynn lay in a toy supply a little prematurely in this scene from "A Child Is Born," coming Friday.

Double Dose of Fatherhood Is Tough on Johnny Davis

Johnnie "Scat" Davis has just gone through the unenviable experience of a man with two wives, both expectant mothers — one in real life, and one in 'reel' life.

There was no case of bigamy or polygamy involved. One wife was real, the other Johnnie's cinema mate in "A Child Is Born," the Warner Bros. drama of a maternity ward which opens next Friday at the Strand Theatre.

But real or make believe, the double dose of expectancy was a bit too much for the worried Johnnie, who first won fame as a comedian and has no desire to play tragedy.

In "A Child Is Born," Johnnie's wife is Jean Sharon. While Johnnie was pacing the floor with Jeffrey Lynn, whose celluloid wife, Geraldine Fitzgerald, also was infatigable, he was momentarily expecting a call to rush to his real wife, the former Martha Lee Garver, to a maternity hospital.

Misery loves company so Johnnie unburdened his soul to Jeffrey while the camera set the scene down on film and Director

Lloyd Bacon watched attentively. "This father racket is no picnic," Johnnie said, stark tragedy in his voice. "Fourteen hours I been sittin' here — waitin' — another hour and I'll start cuttin' paper dolls."

He stopped as with panic stricken eyes he watched a tank of anesthetic being wheeled into the delivery room.

"I — I guess that's for — for her," he said pathetically. "She she's having an awful tough time."

"Gee," Lynn murmured sympathetically.

"The first one died," Johnnie continued, "it was a boy. This one's just got to be all right. She saved all his things for this one. I built a little chest for her to keep them in — she wanted it enameled just one certain shade of blue —"

"Cut!" shouted the director. "That's swell. Now we'll pick it up from here —"

"I'll stick to comedy after this," Johnnie said shakily after completing the call. "This picture is too close to home to suit me. No man should be an expectant father twice at the same time. It's just too much!"

Of Six 'Reel' Mothers, Spring Byington Is Only Real One

Of all the actresses who play the roles of patients in the maternity ward in the new Warner Bros. picture, "A Child Is Born," which opens at the Strand Theatre on Friday — Geraldine Fitzgerald, Gladys George, Nanette Fabares, Gloria Holden, Jean Sharon, and Spring Byington — Spring Byington is the only one who is actually a real life mother. She has two young daughters.

Spring's acting career began when she was not much older than her oldest daughter is now. She scored an achievement in her first professional appearance that many actors wait years to accomplish. With only the experience of school theatricals to her credit, she obtained her first professional job at the famous Elitch Gardens.

But her ability for doing the unusual was somewhat of a heritage for Spring, whose latest picture, "A Child Is Born," a

Warner Bros. production, opens next Friday at the Strand Theatre.

Her father was superintendent of education for the State of Colorado, and her mother studied medicine after her children were born — was a prominent physician for many years.

After the Elitch Gardens engagement, Miss Byington went to New York and became prominent on Broadway, playing in more than 30 shows.

Her first screen appearance was with Katherine Hepburn in "Little Women." Since then she has made many pictures and added to her popularity with her portrayal of the mother in the Jones Family series.

Spring is five feet three inches tall and weighs 120 pounds. She has blonde hair and blue gray eyes and her sunny disposition and winning smile make her quite the most winning personality on any stage and her screen services are in great demand.

GERALDINE FITZGERALD A Pen-Point Portrait

Geraldine Fitzgerald will never ride an elephant to a Hollywood premiere. She will never be "blanketed in orchids," either, as the columnists sometimes report of other stars.

She likes elephants and she dislikes orchids and she is quite sure that to be seen on one or wrapped up in the other would label her as a show-off.

Everyone who knows Miss Fitzgerald knows she isn't that.

Miss Fitzgerald reached Hollywood without benefit of much advance publicity and without attendant ballyhoo on her arrival. Within three days she was hard at work in "Dark Victory" with Bette Davis and George Brent. After that she was lent to Samuel Goldwyn to play in "Wuthering Heights." Then she returned to Warner Bros., her home studio, for the leading role in "A Child Is Born," which opens next Friday at the Strand Theatre.

Meanwhile Hollywood became better acquainted with the smoky-eyed Irish beauty who had appeared so suddenly in the ranks of the favorites, but who refused politely to stay in pictures more than six months at a time. They learned that she had been a student actress at the Gate Theatre in Dublin after giving up her early ambition to become an artist. They knew that she had played in the Mer-

cury Theatre in New York in Shaw's "Heartbreak House" and that that appearance had led directly to her Warner Bros. contract with its six months vacation provision.

In California for six months, she did not pick an orange during all the time she was there. She didn't buy a Mexican jumping bean, either. She straightens crooked pictures on walls no matter in whose house she is when she finds such a state of affairs. This kept her rather busy for several weeks of her first winter in Hollywood.

Miss Fitzgerald likes rainy weather, primroses, fairy stories and onion soup. She is afraid of the dark, alarmed during thunder storms and annoyed by wind.

She has fun at her own parties.

"It's all wrong, of course," she says, "but I do."

She likes to sleep late mornings and takes her shoes off first when she undresses for bed. She has a remedy for seasickness and she has been lost. She refuses to enlarge upon that last admission.

She has never seen a "fair" and she is anxious to visit one. She likes rocking-chairs and hammocks and she believes a psychoanalyst would read "frightful meanings into my answers to these questions."

Gladys George Has Glamor But Rarely Gets to Show It

Consider the strange case of Gladys George.

She has more glamour than almost any actress in Hollywood but —

The only chance she has to show that glamour on the screen is either as a sweet mother type or a rough and ready lady of the demi-monde or of the cheaper side of the show world.

She's the latter type in Warner Bros.' sensational drama of events in a maternity ward, "A



Mat 114-15c
GLADYS GEORGE

Child Is Born," which opens next Friday at the Strand Theatre.

But that's always the way with Gladys George. She's an extremist, not by choice but because that seems to be what life has in store for her.

In real life she'd be a chambermaid if she had to. She was one once, years ago when the cards were stacked against her in her efforts to get an acting job, and she'd do it again if necessity demanded.

But there's little danger of that necessity because Gladys George has won her success the hard way. After three years in

Hollywood, following her sensational success in "Personal Appearance" on the stage, her position on the top of the ladder is firm and secure.

Gladys George is a most interesting person. She likes cats, of the four-legged variety, and is forever picking them up in the street and taking them home. There she bathes and feeds them, then finds them homes.

She thinks her husband Leonard Penn, is tops as an actor. And he never gets peeved but on the contrary enjoys it immensely when people address him as "Mr. George." Which would seem to indicate both are regular folks.

In the privacy of their home she and her husband like to do travesties of Shakespeare.

She likes to dress her hair-dresser's hair. Her favorite scent is sweet pea and she tosses economy to the winds in selecting the orchid as her favorite flower.

She is five feet three inches tall, weighs 115 pounds and has blonde hair and hazel eyes. She's afraid that her colored maid and chauffeur are thinking of marriage — but she's the type to drive them to the Yuma plane if she thought they meant it.

Johnnie Didn't Let Wife Read Script

Johnnie "Scat" Davis was probably the most nervous expectant father Hollywood has ever known. With the stork due to arrive at his home any day, he was playing an expectant father role in Warner Bros.' "A Child Is Born," which is now showing at the Strand Theatre. And in that picture all the mothers had trouble of one kind or another. So much so that Johnnie didn't let Mrs. Davis read the script.

Was One Of 'Our Gang'

Johnny Downs, who plays a very young and worried expectant father in Warner Bros.' "A Child Is Born," at the Strand Theatre, was the All-American boy of the first "Our Gang" short subject comedies.



Mat 203-30c
MOTHER TO MOTHER — Gladys George and Geraldine Fitzgerald in a woman-to-woman scene from the new Strand film, "A Child Is Born".

(Opening Day)

GERALDINE FITZGERALD HEADS CAST OF 'A CHILD IS BORN' AT STRAND

Dramatic Discovery of 'Dark Victory' and 'Wuthering Heights' Elevated to Stardom

"A Child Is Born," the new Warner Bros. production with Geraldine Fitzgerald, sensational discovery of "Dark Victory" and "Wuthering Heights," Jeffrey Lynn, Gladys George and Gale Page in the leading roles, opens at the Strand today.

The setting for the film is the maternity ward of a city hospital. This does not mean, however, that the setting itself is the matter of main interest in the screen production. It was produced as a dramatic entertainment, and like any good piece of drama, its chief concern is with the fates of the various characters who people its story.

It is really not so much one story as a group of stories given cleverly devised unity by the fact that they all run their course within the confines of the ma-

ternity ward of a big hospital and each depends for its drama upon the birth of a child.

Of chief interest is the tragic tale of the devoted young couple depicted by Miss Fitzgerald and Jeffrey Lynn. The wife has been sentenced to a long term in prison for a murder of which she is legally though not ethically guilty, but she was an expectant mother at the time she was sentenced, and now she has been sent to the hospital to have her baby.

All is not sadness or tragedy, however, in the maternity ward. There is plenty of humor traditionally associated with young couples going through their first experience as expectant mothers and fathers, and there is, in the person of a woman who has come to give birth to her seventh child, a beautiful depiction of serene and healthy motherhood.

In addition to the players mentioned, the cast includes Spring Byington, Johnnie Davis, Henry O'Neill, John Littel, Gloria Holden, Johnny Downs, Eve Arden, Fay Helm, Louis Jean Heydt, Nanette Fabares, Jean Sharon and Hobart Cavanaugh.

The screen play by Robert Rossen is an adaptation of a stage play by Mary McDougal Axelson. Lloyd Bacon directed.

Actor Gets Huge Film Family And All Look Like Him

To Steve Trilling, casting director at the Warner Bros. Studio, went the task of providing a family of six for Spring Byington and Hobart Cavanaugh to be mother and father in "A Child Is Born," the Warner Bros. picture now playing at the Strand Theatre.

The family couldn't just be any assortment of attractive movie children. They had to range in age from about two to seven. And they had to resemble both Spring and her cinema husband, Hobart.

Trilling spent weeks in his hunt for the youngsters and was justly proud of his success. They reported at the studio where they were to troop, with their mild-mannered and somewhat hen-pecked father, into the maternity ward of a hospital to see their mother, who had recently had another visit from the stork.

The resemblance was amazing but Bacon wasn't satisfied. He said it wasn't funny enough. So he told the prop man to supply each of the children with lensless horn-rimmed glasses such as Cavanaugh wears. The effect was amazing; they looked more than ever like their "father."

Mr. & Mrs. Specks And All The Little Specks



Mat 205-30c
JUST LIKE PAPA — Spring Byington and Hobart Cavanaugh regard their "bespectacled" offspring with justifiable pride in this comedy scene from "A Child Is Born," which is currently showing at the Strand Theatre.

'A Child Is Born' Is Heart-Stirring Film Drama—as Big as Life Itself

Geraldine Fitzgerald, Jeffrey Lynn, Gladys George Head Brilliant Cast of Strand Theatre's New Film

In a year that has seen the Warner Bros. Studio produce such outstanding screen entertainment as "The Old Maid," "Dark Victory," "Confessions of a Nazi Spy," and "Juarez," this wise and courageous studio has succeeded again in pointing the way to fine and engrossing screen entertainment along another path where others have feared to tread.

The demonstration of the truth of that statement is the new Warner picture, "A Child Is Born," which opened yesterday at the Strand Theatre with a cast headed by Geraldine Fitzgerald, Jeffrey Lynn, Gladys George, Gale Page, Spring Byington and Johnnie Davis.

It seems ridiculous that the rich vein of drama, pathos and comedy that is provided by so important an event as the birth of a human being has never before been thoroughly mined, but such is the fact, and that is why the new Warner picture, "A Child Is Born," can be regarded as a sort of "Grand Hotel" of the maternity wards, for it is a skillful weaving together of the individual stories of all the patients into one intensely human photoplay.

The story of one young woman and the devoted youth who is her husband dominates all the other happenings in and about the ward, not only because of its intrinsic interest but also because of the consummate artistry with which the youthful couple is depicted by Geraldine Fitzgerald and Jeffrey Lynn.

It is a tragic tale of a murderer who has been transferred from prison to the hospital to

have her baby and of the agonizing dilemma presented to the faithful young husband when he is told that either his wife or the expected baby must be sacrificed if the other is to live. In view of the flair for emo-



Mat 109-15c
Geraldine Fitzgerald and Jeffrey Lynn in "A Child Is Born" at the Strand.

tional acting which Miss Fitzgerald displayed in "Dark Victory," her superb performance in the new picture comes as no surprise. And the deep moving characterization which is given by Lynn immeasurably increases his stature as an actor.

Gladys George is perfect in the

role of a flashy vaudeville dancer to whom expectant motherhood is an altogether unwelcome experience, and Gale Page is at her charming and competent best as the head nurse of the ward.

The very spirit of serene and healthy motherhood is incarnate in the depiction by Spring Byington of a woman who takes the birth of her seventh child as a normal and natural matter and who, by her very presence allays somewhat the always incipient hysteria of some of the younger women in the ward.

Johnnie Davis provides most of the comedy relief in his role of the typical young husband who is to become a father for the first time and who, as is generally the case in real life, manages to make himself and his sufferings pretty much of a nuisance to everyone.

Henry O'Neill and John Littel give their usual expert performances in the roles of surgeons, and others who contribute acting jobs that are above the level of mere competence include Gloria Holden, Johnny Downs, Eve Arden, Fay Helm, Louis Jean Heydt, Nanette Fabares, Jean Sharon, and Hobart Cavanaugh.

The direction of Lloyd Bacon brought out with rare sympathy and understanding every value in the fine screen play written by Robert Rossen, who based it on an original stage play by Mary McDougal Axelson. Mrs. Axelson adapted her story from the diary she kept in the weeks following the birth of her own daughter, which undoubtedly accounts for the brilliant realism.

GALE PAGE PROVES THAT TIMID FOLKS CAN SUCCEED VERY WELL IN FILMS

Gale Page should be a great inspiration to the timid persons who think their shyness will forever prevent them from realizing an acting career.

Gale was so frightened, so convinced that she was a failure after she finished her first motion picture, "Crime School," that she hurried to her home at Spokane and it required all the eloquence of studio executives to convince her she was a success.

That was less than two years ago. Now she has topped a series of successes with her role as the head nurse in Warner Bros.' daring drama of maternity, "A Child Is Born," at the Strand Theatre.

Today she is a self-possessed young woman whose entrance into the studio commissary is always electrifying—an entrance that is not spoiled when she takes her shoes off as soon as she is seated.

"When my feet are tired I'm tired all over," she explains, "and I can't think. If others rested their feet at frequent intervals, there should be fewer ruffled tempers and unnecessary quarrels."

But few could remove their shoes with the poise and charm of Gale Page.

Her shyness and lack of self-assurance during that early period in Hollywood is entirely understandable. Though she came directly from the radio in Chicago and had had considerable stock experience before that, she had entered a new,

and for her, a strange realm.

She was showered with advice, very little of it good, most of it bad and indifferent. She was



Mat 102-15c
GALE PAGE

a willing listener, but talked little. There were many questions she wanted to ask but she was too shy to ask them.

That's why she was on the lot for weeks before she knew the studio maintained a cafe which made it unnecessary for her to leave the studio confines for lunch.

But with each succeeding picture she made, more of her shyness left her and she acquired more self-confidence and poise.

Author of "A Child Is Born" Based Story on Personal Diary

Seven weeks is a long time to be confined in a hospital but Mary McDougal Axelson found a day by day diary she kept during that time a most valuable document.

Using this journal of facts as a basis, she wrote a brilliant



Mat 115-15c

Mary McDougal Axelson, on whose novel the film "A Child Is Born" was based. It is now at the Strand.

play, which was filmed by the Warner Bros. Studio as "A Child Is Born" with Geraldine

Fitzgerald, Gladys George, Jeffrey Lynn, Gale Page and many others in the principal roles. The picture is currently showing at the Strand Theatre.

Mrs. Axelson started the diary when she entered the hospital for the birth of her daughter, Mary Ivonne. The characters are taken from life and the incidents in the story are actual events which took place during her stay in the hospital.

The leading character, that of a murderess transferred from prison to the county hospital to have her baby played by Geraldine Fitzgerald, is the only digression from fact in the story.

A native of Tennessee, Mrs. Axelson is the wife of Ivar Axelson, noted economist. She is widely known as a poet, and as a lecturer.

Following the birth of her daughter, she spent two years working on and polishing stage play. It was produced first by the Morningside players at Columbia University and later produced at the Selwyn Theatre in New York City by Joseph Santley.

Since then she has written, among other plays, "Last Day" and "Dump Heap." She has novelized her play, "A Child Is Born," and it was recently published by Caxton.

Spring Byington Gives Recipe for Ginger Cake

Favorite recipe of Spring Byington, who is currently featured in "A Child Is Born" at the Strand, is for sour cream ginger cake, a confection that brings cheers from her two children. A perfect dessert for tangy autumn days, she makes it like this: Mix one cup black molasses with one cup sour cream, add two cups sifted cake flour, one teaspoon baking soda, and a pinch of salt, and beat until well blended. Pour into buttered cake tin, and bake slowly for one hour. Serve hot and top servings with dabs of whipped cream.

Mirror Is Important Beauty Aid, Says Film Cosmetics

Perc Westmore, Warner Bros. Studio expert on feminine pulchritude, boldly declares that improperly lighted make-up mirrors are responsible for more unattractive women than work, worry and wind combined.

All the mirrors in the studio make-up department were designed by Mr. Westmore and are surrounded by three types of indirect lighting, reproducing various camera lighting effects. He believes every woman should have one as suitable to her needs.

Geraldine Fitzgerald, he said, has the right idea when she



Mat 101-15c

Geraldine Fitzgerald, currently starred in "A Child Is Born," which is now showing at the Strand Theatre.

puts on a make-up to be scrutinized by daylight. She hangs a large portable mirror from her window lock, throws up the shades, pulls back the curtains, and has the perfect outdoor light.

Knowing that it is necessary to illumine the face as well as reflection, Geraldine not only has a light attached to her dressing table, but arranges a standing lamp with strong, indirect light behind her, before beginning an evening make-up.

No woman can have too many mirrors in her boudoir in Westmore's opinion. He recommends a large hand-mirror to make sure that coiffure and make-up are perfect from every angle, a very frank mirror which magnifies the face and frankly calls attention to lipstick out of bounds, an uneven rouge application, or powder in crevices; and a full-length mirror to tell if she is putting on weight.

Miss Fitzgerald, by the way, who made an auspicious screen debut in "Dark Victory," has the leading feminine role in "A Child Is Born," the Warner Bros. picture which is now showing at the Strand Theatre. In the film, she plays the role of an expectant young mother who is a convicted murderess.



Mat 202-30c

BUNDLES FROM HEAVEN — The twenty babies employed by Warner Bros. for scenes in "A Child Is Born," were in the charge of registered nurses all during the time they were at the studio.

Gale Page Keeps Eyes Lovely With Special Care & Make-Up

Whenever a composite picture is made of the ideal movie or radio star, Gale Page furnishes the eyes. They are large, lustrous, dark, alert, and will next be seen in the Warner Bros. film, "A Child Is Born," which is now showing at the Strand Theatre.

Because acting under brilliant lights is not easy on the eyes, screen stars must give their eyes special care, and because beauty is part of their fortune they must also give them special make-up. Gale Page has suggestions on both counts.

She always gets at least eight hours of sleep and wears black velvet "blinkers" if any sort of bright light shines into her room. Frequently during the day she closes her eyes to the count of 100, then opens them and focuses them on some dis-

tant object for another count. It's the best of optic exercises.

Before going out at night she relaxes first with warm compresses over her eyes, and then with cold astringent-soaked pads. On dusty days she washes her eyes with a weak, warm boric acid solution.

In making up eyes Gale's first thought is to surrounding territory. Before applying powder base or powder below the eyes, she pulls the skin taut to assure its going on smoothly. Her brows retain their natural lines, which follow the boney structure above the eyes. She uses mascara on both lashes and brows, putting it on the brows with short, quick strokes. After removing mascara with cream at night, Gale brushes her brows and lashes with warm white vaseline to keep them glossy.

Fashion Flashes

A scapular necklace is a bright new accessory idea sponsored by Geraldine Fitzgerald, now that back detail is definitely as important as front. Swinging from each end of a looped chain are identical topaz pendants. The necklace is worn with one pendant in front, the other in back, and the chain fastened to each shoulder of her frock by a tiny topaz pin to keep it from slipping.

Nanette Fabares, nineteen year old screen starlet who makes her debut in "A Child Is Born," now showing at the Strand Theatre, offers several interesting ideas for variation on the perennial sweater-and-skirt wardrobe beloved by college-age girls. A necklace of wooden tags painted plaid is a gay fashion note when worn, as Nanette wears hers, on a black sweater that is teamed with a plaid skirt. The hood sweater is another favorite, particularly with hat-haters. Nanette's powder blue sweater has a hood-collar lined with embroidered wool flowers.

Gale Page lists gloves as her chief extravagance, for she can never resist buying a pair that have some new and tricky feature. However, she explains that this turns out to be an economy, for she often transforms a "basic" dress by wearing it with different gloves. For instance, a black crepe dress that is a formal frock when worn with white do-skin gloves and rhinestone jewelry, becomes an "all-day standby" when worn with scarlet suede gauntlets and a matching scarlet belt. The scarlet gloves have a tiny key pocket sewn into the wrist part. With evening gloves having such a renewed vogue this season, she wears with a striped lame dress, gauntlets of the identical material. With black velvet, she chooses silver "shorties."

Between Shampoo Care Saves Waves For Busy Film Star

Those nine out of ten women who list sitting under a hair dryer as their pet abomination have a co-lister in Gladys George, who reduces such sittings by care of her wave between shampoos. The Broadway star who returned to the screen for a leading role in "A Child Is Born," the Warner Bros. picture opening currently, showing at the Strand Theatre, is one of the few blondes who escapes with a single shampoo a week.

Miss George's wave-preserving hints are to sleep with a net hood on the head each night (caps slide off); to put wave clips on the ridges and curlers on the ends of the hair before taking either shower or tub bath; to steam head while these clips and curlers are on; to wear two rubber caps while in swimming; to brush the hair frequently, but never when it is damp; to use a fine-toothed baby comb on it frequently during the day to catch lint and dust and to train wave in place; and always to wear some sort of hair covering outdoors as a protection from wind and sun.

Bandannas tied under the chin and loose collar hoods are sports suggestions because they protect back hair as well as the top.

Cutting down the number of minutes in each session under the dryer is also a fine art with the busy Gladys. She has her hair thinned out as much as possible; has the operator absorb all excess lotion with a towel after putting in a wave; has the dryer turned on at top heat for the first few minutes; and wears a net with large, open mesh for quicker drying.

Woman's Greatest Adventure Theme of "A Child Is Born"

What is woman's greatest adventure?

Without question, it is motherhood. For the average woman, it is her one chance in life to be a heroine. And it is a subject that fascinates all women, and men, too. Even the woman who professes to dislike maternity and its responsibilities is interested secretly, if not openly. That's why Mary McDougal Axelson wrote "A Child Is Born."

During the seven weeks that Mrs. Axelson was in a hospital, following the birth of her daughter, she kept a diary, and it is on this diary that her story is based.

"Nearly every woman," says Mrs. Axelson, "wants some day to experience the adventure of motherhood. In writing my play and relating the maternal experiences of a varied assortment of women, I planned to bring to women some reflection of the brightness and exaltation that all of them, save those whose lives are frustrated, can enjoy."

"Motherhood truly is the average woman's one chance to become a heroine. Boys grow up looking forward to a life of adventure and peril in far off lands—but not many, of course, see these dreams come true. The prospect of marriage and motherhood holds the same sort of allure for a young girl."

"The young unmarried woman feels as great an interest in this story of women experiencing the great adventure as does the woman to whom motherhood is no novelty. Sympathy and understanding rules the interest of both, with the mother adding to this a reliving of her own experience."

"The expectant father, I think, has been the butt of too many jibes and jokes. In his way he suffers as much as the mother and for this reason the story appeals to men as much as to women."

Warner Bros. "A Child Is Born" has been filmed with startling attention to detail and vivid realism. A change in public taste has made possible its filming with a frankness that

would not have been permitted a few years ago.

In bringing "A Child Is Born" to the screen, Warner Bros. have used the utmost delicacy in handling its sensitive theme, yet have given it vivid realism. All the drama, pathos and humor that is attendant upon the beginning of life are incorporated into the unusual photoplay, which is brilliantly enacted by a cast headed by Geraldine Fitzgerald, Gladys George, Jeffrey Lynn, and Gale Page. Lloyd Bacon directed, from a screen play by Robert Rossen, based on the novel by Mrs. Axelson.

Blue in Many Hues Predicted for Fall

Milo Anderson, who created the simple "character" clothes worn by the mothers in "A Child Is Born," predicts much blue for fall and declares that every woman in the world is flattered by some shade of blue.

The designer's contention was strengthened when on the first day of shooting four of the leads in the film appeared on the set in blue. Yet the girls—Gladys George, Geraldine Fitzgerald, Gloria Holden, and Gale Page—are of completely different coloring.

Golden blonde Gladys George wore a Russian peasant dress of baby blue sheer wool with sleeves and neckline embroidered in other delicate hues. Geraldine Fitzgerald, who has fair skin, green eyes, and auburn hair, wore a two-piece suit of turquoise boucle. For her type of coloring, Anderson considers the greenish blues the most becoming.

Gloria Holden, with her pale skin and dark brown hair, was striking in a tulle of smoky blue. Brunettes often shy at blue, but Gale Page, who appeared in a rough crepe dress of Swedish blue, set off by deep red accessories, proved there is a blue compounded for every girl.

Waiting . . . Wondering . . . Worrying . . . Welcoming . . . Wo-Ho!



(See page 16, cols. 2 and 3, for feature story to use with this strip.)

Mat 502B-75c Order from Campaign Plan Editor

This is how most men suffer when they are about to become a father as ably demonstrated by Johnnie Davis in these scenes from "A Child Is Born." First you just sit, then when you can't stand that any longer, you can always start tearing your hair out.

Pacing up and down is practically the last step, and good practice for walking the baby when he arrives. Say wait a minute, what's this? Twins? Mine? Honest? Wheeeee. I'm a father! "A Child Is Born" is currently showing at the Strand Theatre.

Just Picture Yourself

The fact that the only picture Geraldine Fitzgerald has in her Hollywood home is an oil painting of herself is no indication she is overly fond of herself. She didn't like the pictures that came with the house which she rented furnished and took them all down. After completing her latest Warner Bros. picture, "A Child Is Born," she returned to her home in Ireland, and when she comes back to Hollywood, she said, she will bring her favorite pictures.



Mat 116-15c

Geraldine Fitzgerald

Lynn Was Framed

On a little night-table beside the hospital bed which Geraldine Fitzgerald occupies in "A Child Is Born," the Warner Bros. picture at the Strand Theatre, the property man put what was supposed to be a cheap framed photograph of her husband, played in the picture by Jeffrey Lynn. The director, Lloyd Bacon, gave one look at it, and ordered it removed.

"That's hardly the kind a poor man would give his wife. It's a photograph by Hurrell, Hollywood's finest photographer."

Expert On Babies

Gloria Holden's sister, Queen Holden, famed painter of children, was a constant visitor on the set of "A Child Is Born," the Warner Bros. picture now at the Strand Theatre. She was interested in the twenty new-born babies being used in the picture. Miss Holden originated and illustrated "Baby Nancy," which has sold more than 3,000,000 copies. Used extensively in school domestic science classes, it consists of cut-out babies, their clothing, and things needed in their care.



Mat 107-15c

Gloria Holden

Passed On Authenticity

Dr. H. L. Hardy of the Cornell University Medical School faculty, visited Jeffrey Lynn, Geraldine Fitzgerald and others on the set of "A Child Is Born." One of the country's leading woman obstetricians, Dr. Hardy recognized an operating room set for the picture as a duplicate of the exceptionally fine one at the University of Edinburgh.

Hires Woman Driver

Geraldine Fitzgerald, who is featured in "A Child Is Born," now playing at the Strand Theatre, employs a woman chauffeur. Miss Fitzgerald was hurt in an automobile accident in Dublin when she was a little girl, and has always been afraid of cars and driving since. She hired a woman driver when she came to Hollywood because she thinks they are more careful.

Made To Order For Her

Gale Page, currently featured in "A Child Is Born," went into a Los Angeles department store and said she wanted some autographed safety matches such as they had in the window. "Those are just samples," said the clerk, "it will take two or three weeks to get some for you." "But that's my name on the samples," said Gale. And it was, but Gale had to show her driver's license before the clerk would believe her.



Mat 105-15c

Gale Page

Novel Autograph

Geraldine Fitzgerald's autograph is cherished by fans because they can't read it. She writes her first name plainly and then becomes embarrassed and nervous and ends the signature in an undecipherable scrawl. The Irish actress is featured in "A Child Is Born."

Wants Historic Home

Henry O'Neill, featured in "A Child Is Born," the Warner Bros. picture at the Strand Theatre, plans soon to try to buy through a third party the house in Maplewood, N. J., in which his mother was born and which was George Washington's headquarters during the Revolutionary War. He tried once before to buy it.



Mat 110-15c

Henry O'Neill

Gets Natural Scent

Scenting hands by gently rolling old gardenia petals in them is the unique idea of Spring Byington, currently featured in "A Child Is Born." When a gardenia corsage begins to droop, Miss Byington puts the blossoms into a special bowl.

House Grew and Grew

Jeffrey Lynn's family home in Massachusetts originally had only two rooms but now it rambles all over the countryside, he said one day on the set of "A Child Is Born," the Warner Bros. picture currently showing at the Strand Theatre. Every time a new baby was born, Jeffrey's father added a new room to the house. There were eight children including Jeffrey, in the family. In his newest picture, Jeffrey plays an expectant, a role in which he ought to feel at home—by heredity, at least!



Mat 108-15c

Jeffrey Lynn

Enlivening Drugs

When it came to naming the two Easter bunnies which her niece, Patricia Kelly, gave her, Gale Page called the pets: Aspirin and Bicarbonate, because they pep her up so much when she comes home from her day's work at the Warner Bros. Studio. Her latest picture—in which she plays the role of a nurse—is "A Child Is Born," which is currently showing at the Strand Theatre in this city.

Radio First-Aid Man

Johnnie "Scat" Davis' hobby is repairing aged and broken radios which have been discarded by their owners. He has a radio in every room of his house and in the garage and has given many to relatives and friends as well as sending several to convalescent homes. He has yet to find one he couldn't fix so it would work again. Johnnie's latest screen role is in "A Child Is Born," the Warner Bros. picture which is currently showing at the Strand Theatre. He plays a young papa.



Mat 111-15c

Johnnie Davis

Unusual Cocktail

Gale Page brought to the "A Child Is Born" set every day small bottles of apple, spinach, carrot, grape and other juices to refresh herself between scenes. She personally prepares the juices at home. "A Child Is Born," a Warner Bros. picture, in which she plays a featured role, is now at the Strand.

Has Own Shampoo

Geraldine Fitzgerald, the lovely Irish actress who is featured in "A Child Is Born," the Warner Bros. picture at the Strand Theatre, prefers to shampoo her own hair between pictures and uses a shampoo she herself concocts. It consists of a pound of castile soap, shaved to tiny bits and combined with just enough water to cover it, melted in a saucepan over a slow fire and 2 ounces of eucalyptus oil, which is added after soap is taken off stove. The concoction is put in a jar and about one-third of a cup is used for each shampoo. Geraldine says the home-made soap keeps her scalp healthy and her hair glossy.

Always A Mother

Spring Byington, who plays an expectant mother with six children in Warner Bros.' "A Child Is Born," which is currently showing at the Strand Theatre, has played more than fifty mother roles on the screen. Of the "expectant" mothers in the picture, she is the only one of the players to have experienced motherhood in real life. She is the mother of two daughters.



Mat 112-15c

Spring Byington

Has Musical Cradle

Johnnie "Scat" Davis imported a music box from Switzerland to use in the musical cradle he made for his new baby daughter. Nursery tunes are played when the cradle is rocked. Davis, expert amateur carpenter, has one of the finest workshops possessed by any of the stars. His latest Warner Bros. picture, "A Child Is Born," is now at the Strand.

Makes Double Debut

Jean Sharon, youthful actress who has been trying for five years to get a film role, but was always rejected because she was too young, is now making her debut in, not one, but two, Warner Bros. pictures. As soon as she finished her role in "A Child Is Born," she was immediately cast in "Everybody's Hobby." "A Child Is Born," is currently showing at the Strand.



Mat 113-15c

Jean Sharon

Babies Are Gifted

At the suggestions of Gladys George, Gale Page, Geraldine Fitzgerald, Gloria Holden and other feminine members of the company which filmed "A Child Is Born," the Warner Bros. picture opening today at the Strand Theatre, the tiny garments they knitted on the set were all given to the twenty new-born babies which worked in the picture. In the film, all the actresses portray expectant mothers.



Mat 103-15c

Gladys George

Hens Contributed

Johnnie "Scat" Davis is proud of the fact he sold enough eggs from his budding poultry farm to pay for his new baby's nursery. Now the Davis hens are taking over the task of providing for the heir's education. All the egg money will go into a special savings fund for that purpose. The baby was born while Johnnie was working in "A Child Is Born," now at the Strand.

Had Unrest Cure

When Nanette Fabares, who plays a young expectant wife in "A Child Is Born," the Warner Bros. picture at the Strand Theatre, was twelve years old she was sent to Montrose, in the Sierra Madre mountains of Southern California for a rest cure. Three times within three months she fled to Hollywood to escape the dangers of forest fire, flood and earthquake, remaining in Hollywood the last time to get her rest cure, which was a success.



Mat 104-15c

Nanette Fabares

20 Babies In Film

Twenty babies, the youngest six days and the average age fourteen days, worked a total of 73 seconds in nursery scenes to earn seventy-five dollars in the Warner Bros. picture "A Child Is Born," now showing at the Strand Theatre, and thus became Hollywood's highest paid actors. The law dictated their salary. Also that they could not appear under the light more than thirty seconds at a time for a total of twenty minutes of the two hours they were permitted to remain at the studio.

Man, what a HERALD!

If you don't triple your regular order on this herald, you're passing up a sure-fire advertising bet! Price is low enough to buy large quantities.

\$3²⁵
per M
(5 M and more)

\$3.50 per M
(less than 5M)

Just think what it will do to perk up interest in your showing when you use it as a mailing piece, package stuffer, and to distribute in beauty parlors, high schools and wherever women get together.

Actual size opens to 9" x 12" and folds to 6" x 9".



HERE'S A TIP: Back page blank for co-op adv. space selling to stores catering to femme trade.



"My wife or the baby? Why can't they save them both?"

"Save the baby. I'd only bring disgrace to it!"



Here is a film so rich, so real, so human...it will grip your very soul! Warner Bros. proudly presents a story every mother will want her daughter to know...the story of all creation in ninety minutes of heart-stirring drama!"

THE WORLD MUST KNOW THEIR STORIES!

by Head Nurse Bowers



GALE PAGE
as HEAD NURSE BOWERS

I am head nurse in a maternity ward. I have seen all kinds of women come to meet their rendezvous with Life! A murderess who would never see her baby again...hard women who hate their babies...before they are born...young wives, frightened in the face of the miracle of being a Mother...housewives, chorus girls, heiresses. But once the maternity ward doors swing closed behind them, they are all *women* facing life's greatest experience! I have wanted to tell the startling drama my eyes could never forget. I think that all the world should know the stories of these brave women, facing their greatest adventure! Now Warner Bros. tells this thrilling story proudly, tenderly, beautifully. It is a picture you won't want to miss. An experience you, too, will never forget!

GERALDINE FITZGERALD

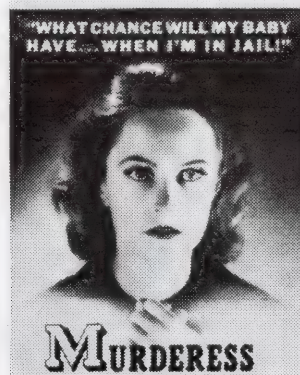
Sensation of "Dark Victory" and "Wuthering Heights" in

A CHILD IS BORN

Gladys Jeffrey Gale Spring
GEORGE·LYNN·PAGE·BYINGTON

Directed by LLOYD BACON · Screen Play by Robert Rossen · Based on a Play by Mary McDougall Axelson

A WARNER BROS. PICTURE



MURDERESS



BURLESQUE QUEEN



YOUNG WIFE



HOUSEWIFE



MYSTERYWOMAN



WOMAN UNAFRAID

RENT THESE LOBBY DISPLAYS



**40 x 54 SATIN
BANNERETTE**

Price: \$1.75 or Rental: \$1.00



INSERT CARD
Rental: 12c each

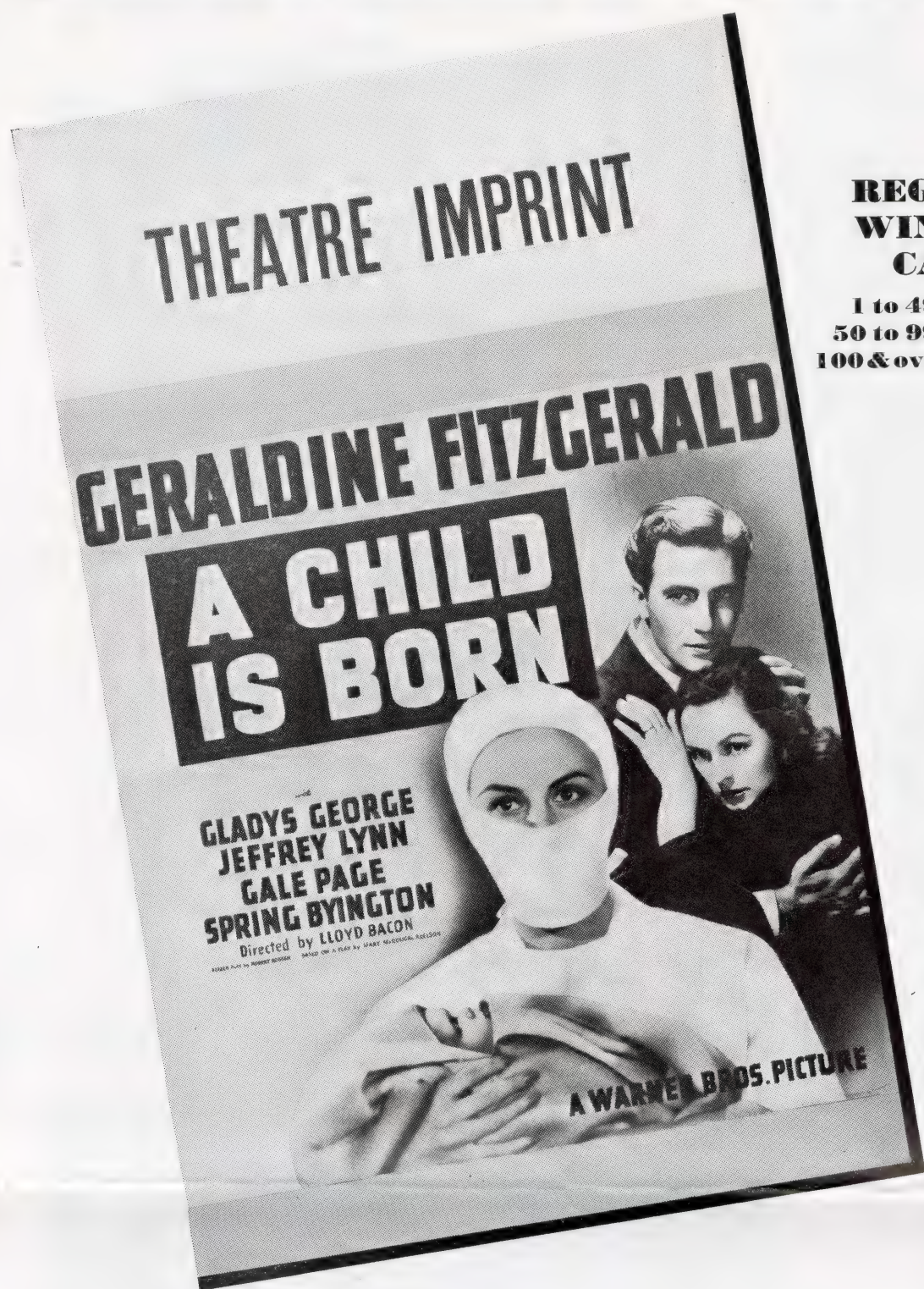


COLORED
22 x 28's
Rental:
20c each



40 x 60
ACTION DISPLAY
Full Color Photo Gelatin
Rental: 75c

TWO WINDOW CARDS - 11 x 14's - SLIDE



REGULAR WINDOW CARD

1 to 49.....7c each
50 to 99.....6c each
100 & over...5½c each



Midget Window Card—4c each



COLORED 11 x 14's
Set of Eight — Rental: 35c



SLIDE.....15c each

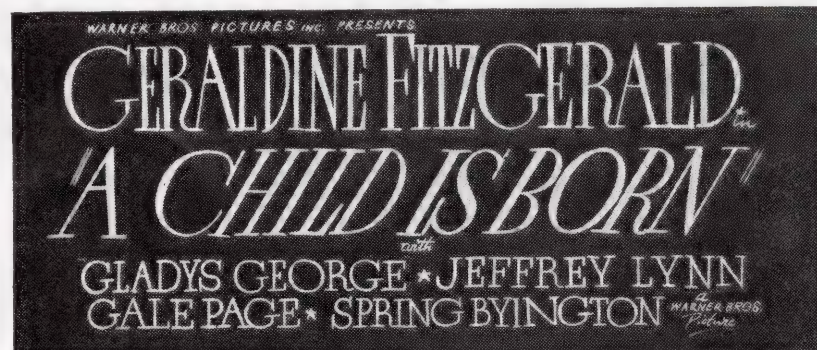
AMERICAN DISPLAY CO., Inc.

525 West 43rd Street

New York City

Write today to find out how your theatre can have this and other lobby displays at reasonable weekly rental fees.

24 x 82



Geraldine FITZGERALD

GLADYS
GEORGE
GALE
PAGE

JEFFREY
LYNN
SPRING
BYINGTON

Directed by Lloyd Bacon
SCREEN PLAY BY ROBERT ROSSON BASED ON A PLAY BY MARY MCDONALD KESLON
A WARNER BROS. PICTURE



A CHILD IS BORN

24-SHEET – See Quantity Prices Below

SPECIAL QUANTITY PRICES

ONE SHEETS

50 to 99 11c each
100 & over 9c each

THREE SHEETS

50 to 99 32c each
100 & over 28c each

SIX SHEETS

25 to 49 80c each
50 to 99 70c each
100 & over 60c each

24 SHEETS

1 to 4 \$2.40 each
5 to 9 \$2.25 each
10 to 24 \$2.00 each
25 & over \$1.75 each

GERALDINE FITZGERALD

A CHILD IS BORN

GLADYS GEORGE
JEFFREY LYNN
GALE PAGE
SPRING BYINGTON

Directed by LLOYD BACON

SCREEN PLAY BY ROBERT ROSSON BASED ON A PLAY BY MARY MCDONALD KESLON



A WARNER BROS. PICTURE

Geraldine FITZGERALD



A CHILD IS BORN

GLADYS GEORGE
JEFFREY LYNN
GALE PAGE
SPRING BYINGTON

Directed by Lloyd Bacon

SCREEN PLAY BY ROBERT ROSSON BASED ON A PLAY BY MARY MCDONALD KESLON
A WARNER BROS. PICTURE

SIX SHEET

Rental:
48c each

THREE SHEET

Rental:
24c each

GERALDINE FITZGERALD

A CHILD IS BORN

GLADYS GEORGE
JEFFREY LYNN
GALE PAGE
SPRING BYINGTON

Directed by LLOYD BACON

SCREEN PLAY BY ROBERT ROSSON BASED ON A PLAY BY MARY MCDONALD KESLON
A WARNER BROS. PICTURE

ONE SHEET

Rental:
8c each

BETTE DAVIS • MIRIAM HOPKINS
"THE OLD MAID"

with GEO. BRENT • Donald Crisp

★ ★ ★ ★

JOHN GARFIELD • PRISCILLA LANE
"DUST BE MY DESTINY"

★ ★ ★ ★

GERALDINE FITZGERALD
"A CHILD IS BORN"

Jeffrey LYNN • Gladys GEORGE • Gale PAGE • Spring Byington

★ ★ ★ ★

ZORINA
"ON YOUR TOES" with EDDIE ALBERT

Alan Hale • Frank McHugh • James Gleason

From the Rodgers and Hart Musical Stage Hit

★ ★ ★ ★

JAMES CAGNEY • PRISCILLA LANE
"THE ROARING TWENTIES"

Humphrey Bogart • Gladys George • Jeffrey Lynn

★ ★ ★ ★

"ESPIONAGE AGENT"

JOEL McCREA • BRENDA MARSHALL

JEFFREY LYNN • GEORGE BANCROFT

★ ★ ★ ★

BETTE DAVIS and ERROL FLYNN
"THE PRIVATE LIVES OF ELIZABETH and ESSEX"

Olivia de Havilland • Donald Crisp • Alan Hale • In Technicolor

★ ★ ★ ★

PAUL MUNI
"WE ARE NOT ALONE"

with Jane Bryan • By the author of "Goodbye, Mr. Chips" — James Hilton

*And More Big Ones
To Come From
Fair and Square*
WARNER BROS.

A CHILD IS BORN

AS THRILLING AS THE CRY
OF A NEW-BORN BABE!

A black and white photograph of a woman wearing a white headscarf and a white long-sleeved garment. She is holding a newborn baby wrapped in a light-colored cloth. The woman's face is partially visible through the opening of the headscarf, and she is looking directly at the camera. The baby is held in her arms, and its face is also visible. The background is a textured, light gray.

THE STORY OF CREATION TENDERLY TOLD BY WARNER BROS.



"My wife or the baby? Why can't they save them both?"

"Save the baby. I'd only bring disgrace to it!"



Here is a film so rich, so real, so human...it will grip your very soul! Warner Bros. proudly presents a story every mother will want her daughter to know...the story of all creation in ninety minutes of heart-stirring drama!"

THE WORLD MUST KNOW THEIR STORIES!

by Head Nurse Bowers



GALE PAGE
as HEAD NURSE BOWERS

I am head nurse in a maternity ward. I have seen all kinds of women come to meet their rendezvous with Life!

A murderess who would never see her baby again...hard women who hate their babies...before they are born...young wives, frightened in the face of the miracle of being a Mother...housewives, chorus girls, heiresses. But once the maternity ward doors swing closed behind them, they are all *women* facing life's greatest experience! I have wanted to tell the startling drama my eyes could never forget. I think that all the world should know the stories of these brave women, facing their greatest adventure! Now Warner Bros. tells this thrilling story proudly, tenderly, beautifully. It is a picture you won't want to miss. An experience you, too, will never forget!

"WHAT CHANCE WILL MY BABY HAVE...WHEN I'M IN JAIL!"



MURDERESS

"I DON'T WANT NO KIDS... I'LL GIVE 'EM AWAY, SEE?"



BURLESQUE QUEEN

"BEING A WOMAN ISN'T ENOUGH... I WANT TO BE A MOTHER!"



YOUNG WIFE

GERALDINE FITZGERALD

Sensation of "Dark Victory" and "Wuthering Heights" in

A CHILD IS BORN

with

Gladys Jeffrey Gale Spring
GEORGE·LYNN·PAGE·BYINGTON

Directed by LLOYD BACON • Screen Play by Robert Rossen • Based on a Play by Mary McDougal Axelson

A WARNER BROS. PICTURE



"CHILDREN ARE A BLESSING...
THIS ONE WILL BE MY EIGHTH!"



HOUSEWIFE

"I GOTTA HAVE A KID...OR MY
HUSBAND WILL LEAVE ME!"



MYSTERYWOMAN

"I'M GOING TO HAVE A BABY...
EVEN IF I HAVE TO STEAL IT!"



WOMAN UNAFRAID

**Scanned from the United Artists collection at the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**



Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

**MEDIA
HISTORY**
DIGITAL LIBRARY



www.mediahistoryproject.org